

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 4, 1983

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	KENNY ROGERS-THE GAMBLER(S)	29.5	24,720
2	60 MINUTES	26.5	22,210
3	DALLAS	26.0	21,790
4	A TEAM	25.8	21,620
5	GREATEST PRACTICAL JOKES(S)	25.2	21,120
6	NBC TUE MOVIE OF THE WEEK(S)	24.3	20,360
7	DYNASTY	22.9	19,190
8	SIMON & SIMON	22.4	18,770
9	FALCON CREST	22.1	18,520
10	CBS TUESDAY NIGHT MOVIES	21.2	17,770
11	HOTEL	21.1	17,680
11	NFL FTBL GAME NBC-THU(S)	21.1	17,680
13	ABC SUNDAY NIGHT MOVIE	21.0	17,600
14	CBS NFL FTBL GAME-THU(S)	20.9	17,510
15	CBS NFL FOOTBALL GAME 1	20.8	17,430
16	JEFFERSONS#	20.3	17,010
16	MAGNUM, P.I.	20.3	17,010
18	NBC MONDAY NIGHT MOVIES	20.1	16,840
19	KNOTS LANDING	19.8	16,590
20	AFTERMASH#	19.5	16,340

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	A TEAM	20.0	44,070
2	KENNY ROGERS-THE GAMBLER(S)	18.6	41,020
3	DALLAS	18.2	40,150
4	RUDOLPH-RED-NOSE-REINDEER(S)	17.9	39,320
5	CBS NFL FTBL GAME-THU(S)	17.0	37,470
6	60 MINUTES	16.2	35,750
7	GREATEST PRACTICAL JOKES(S)	16.1	35,570
8	SIMON & SIMON	15.5	34,180
9	DYNASTY	15.4	34,000
10	ABC SUNDAY NIGHT MOVIE	15.3	33,660
11	NBC TUE MOVIE OF THE WEEK(S)	15.2	33,580
12	DUKES OF HAZZARD	14.5	31,830
13	NFL FTBL GAME NBC-THU(S)	14.3	31,500
14	CBS TUESDAY NIGHT MOVIES	14.2	31,340
15	MAGNUM, P.I.	14.1	31,130
16	FALL GUY	14.0	30,880
17	JEFFERSONS#	13.7	30,120
18	HOTEL	13.5	29,640
19	FALCON CREST	13.4	29,500
20	HILL STREET BLUES	13.2	29,030
21	AFTERMASH#	13.1	28,950

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.2	22,020
2	KENNY ROGERS-THE GAMBLER(S)	24.5	21,440
3	DYNASTY	21.3	18,630
4	FALCON CREST	20.0	17,470
5	SIMON & SIMON	19.7	17,200
6	KNOTS LANDING	19.4	16,940
7	HOTEL	19.1	16,670
8	NBC TUE MOVIE OF THE WEEK(S)	18.8	16,440
9	60 MINUTES	18.8	16,430
10	GREATEST PRACTICAL JOKES(S)	18.3	15,970
11	CBS TUESDAY NIGHT MOVIES	17.4	15,200
12	NBC MONDAY NIGHT MOVIES	16.5	14,450
13	A TEAM	16.5	14,440
14	MAGNUM, P.I.	16.2	14,190
15	AFTERMASH#	16.0	13,960
16	LOVE BOAT	15.9	13,880
17	JEFFERSONS#	15.6	13,640
18	ABC SUNDAY NIGHT MOVIE	15.5	13,530

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL FTBL GAME-THU(S)	23.9	18,870
2	NFL FTBL GAME NBC-THU(S)	23.3	18,350
3	A TEAM	20.1	15,870
4	60 MINUTES	20.0	15,750
5	CBS NFL FOOTBALL GAME 1	19.6	15,450
6	CHAMPIONSHIP BOXING(S)	19.3	15,210
7	ABC SUNDAY NIGHT MOVIE	18.1	14,310
8	KENNY ROGERS-THE GAMBLER(S)	17.6	13,900
9	GREATEST PRACTICAL JOKES(S)	17.4	13,720
10	NBC TUE MOVIE OF THE WEEK(S)	16.8	13,260
11	NFL MONDAY NIGHT FOOTBALL	16.1	12,710
12	HILL STREET BLUES	15.5	12,210
13	SIMON & SIMON	15.4	12,130
14	NFL FOOTBALL GAME 2-NBC#	15.2	11,990
15	CBS TUESDAY NIGHT MOVIES	15.2	11,950
16	DALLAS	14.2	11,230
17	CBS NFL FOOTBALL GAME 2#	14.2	11,170
18	NBC SUNDAY NIGHT MOVIE#	14.0	11,020
19	HARDCASTLE & MCCORMICK	13.7	10,770
20	MAGNUM, P.I.	13.2	10,420
21	ABC NFL FOOTBALL SPECIAL(S)	12.9	10,180
21	DYNASTY	12.9	10,180

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	KENNY ROGERS-THE GAMBLER(S)	20.9	11,470
2	DALLAS	20.7	11,390
3	DYNASTY	19.7	10,820
4	HILL STREET BLUES	17.8	9,780
5	ABC SUNDAY NIGHT MOVIE	17.7	9,740
6	HOTEL	17.5	9,600
7	SIMON & SIMON	17.3	9,490
8	RUDOLPH-RED-NOSE-REINDEER(S)	16.9	9,300
9	KNOTS LANDING	16.9	9,280
10	NBC TUE MOVIE OF THE WEEK(S)	16.6	9,140
11	A TEAM	16.1	8,850
12	NBC MONDAY NIGHT MOVIES	15.6	8,580
13	CHEERS	15.0	8,230
14	FALCON CREST	14.9	8,180
15	CBS TUESDAY NIGHT MOVIES	14.8	8,150
16	GREATEST PRACTICAL JOKES(S)	14.7	8,060
17	FALL GUY	14.0	7,710
18	60 MINUTES	14.0	7,670
19	JEFFERSONS#	13.3	7,330

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	33.4	8,980
2	KENNY ROGERS-THE GAMBLER(S)	32.6	8,760
3	60 MINUTES	28.5	7,660
4	FALCON CREST	27.8	7,480
5	LOVE BOAT	24.8	6,660
6	GREATEST PRACTICAL JOKES(S)	24.6	6,620
7	MISSISSIPPI	24.2	6,520
8	KNOTS LANDING	24.1	6,480
9	SIMON & SIMON	24.0	6,450
10	NBC TUE MOVIE OF THE WEEK(S)	23.8	6,390
11	AFTERMASH#	23.7	6,380
12	DYNASTY	23.6	6,360
13	DUKES OF HAZZARD	22.8	6,130
14	CBS TUESDAY NIGHT MOVIES	22.5	6,040
15	MAGNUM, P.I.	22.3	6,010
16	HOTEL	21.5	5,780
17	JEFFERSONS#	20.6	5,550
18	REAL PEOPLE#	20.5	5,510

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS NFL FTBL GAME-THU(S)	22.4	11,910
2	NFL FTBL GAME NBC-THU(S)	22.2	11,790
3	A TEAM	21.4	11,360
4	ABC SUNDAY NIGHT MOVIE	19.8	10,540
5	CHAMPIONSHIP BOXING(S)	18.9	10,070
6	CBS NFL FOOTBALL GAME 1	18.7	9,940
7	HILL STREET BLUES	17.2	9,140
8	NBC TUE MOVIE OF THE WEEK(S)	16.4	8,730
9	GREATEST PRACTICAL JOKES(S)	16.3	8,650
10	60 MINUTES	15.6	8,270
11	NFL MONDAY NIGHT FOOTBALL	15.3	8,140
12	KENNY ROGERS-THE GAMBLER(S)	15.2	8,060
13	NBC SUNDAY NIGHT MOVIE#	13.8	7,330
14	CBS NFL FOOTBALL GAME 2#	13.7	7,300
15	SIMON & SIMON	13.6	7,230
16	NFL FOOTBALL GAME 2-NBC#	13.6	7,210
17	CHEERS	13.3	7,080
18	HARDCASTLE & MCCORMICK	12.9	6,840
19	CBS TUESDAY NIGHT MOVIES	12.4	6,580
20	RIPLEY'S BELIEVE IT-NOT	12.3	6,520
21	DYNASTY	12.1	6,460

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.2	5,990
2	CBS NFL FTBL GAME-THU(S)	27.3	5,600
3	NFL FTBL GAME NBC-THU(S)	25.8	5,280
4	KENNY ROGERS-THE GAMBLER(S)	24.6	5,050
5	CBS TUESDAY NIGHT MOVIES	22.1	4,520
6	GREATEST PRACTICAL JOKES(S)	22.0	4,510
7	DALLAS	21.2	4,350
8	CBS NFL FOOTBALL GAME 1	21.0	4,300
9	CHAMPIONSHIP BOXING(S)	20.2	4,130
10	SIMON & SIMON	20.1	4,120
11	DUKES OF HAZZARD	19.9	4,080
12	REAL PEOPLE#	19.6	4,010
13	NFL FOOTBALL GAME 2-NBC#	19.4	3,970
14	A TEAM	19.1	3,910
15	T.J. HOOKER	18.7	3,840
16	NBC TUE MOVIE OF THE WEEK(S)	18.6	3,810
17	PROF HOPE GOES TO COLLEGE(S)	18.0	3,690
18	NFL FTBL POST NBC-THU(S)	17.8	3,640
19	MAGNUM, P.I.	17.6	3,610
20	HOTEL	17.2	3,520
21	LOVE BOAT	17.0	3,480
22	NFL MONDAY NIGHT FOOTBALL	16.9	3,460
23	NFL '83 NBC-THU(S)	16.7	3,420
24	CBS EVENING NEWS-RATHER	16.3	3,350

CONT'D

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NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	18.1	1,210
2	NEWS	17.8	1,180
3	THE MENTALIST	17.5	1,150
4	THE WALKER	17.2	1,120
5	THE 24TH HOUR	16.9	1,090
6	THE 60 MINUTE NEWS	16.6	1,060
7	THE 11 O'CLOCK NEWS	16.3	1,030
8	THE 5 O'CLOCK NEWS	16.0	1,000
9	THE 3 O'CLOCK NEWS	15.7	970
10	THE 4 O'CLOCK NEWS	15.4	940
11	THE 7 O'CLOCK NEWS	15.1	910
12	THE 10 O'CLOCK NEWS	14.8	880
13	THE 12 O'CLOCK NEWS	14.5	850
14	THE 1 O'CLOCK NEWS	14.2	820
15	THE 2 O'CLOCK NEWS	13.9	790
16	THE 3 O'CLOCK NEWS	13.6	760
17	THE 4 O'CLOCK NEWS	13.3	730
18	THE 5 O'CLOCK NEWS	13.0	700
19	THE 6 O'CLOCK NEWS	12.7	670
20	THE 7 O'CLOCK NEWS	12.4	640
21	THE 8 O'CLOCK NEWS	12.1	610
22	THE 9 O'CLOCK NEWS	11.8	580
23	THE 10 O'CLOCK NEWS	11.5	550
24	THE 11 O'CLOCK NEWS	11.2	520
25	THE 12 O'CLOCK NEWS	10.9	490
26	THE 1 O'CLOCK NEWS	10.6	460
27	THE 2 O'CLOCK NEWS	10.3	430
28	THE 3 O'CLOCK NEWS	10.0	400
29	THE 4 O'CLOCK NEWS	9.7	370
30	THE 5 O'CLOCK NEWS	9.4	340
31	THE 6 O'CLOCK NEWS	9.1	310
32	THE 7 O'CLOCK NEWS	8.8	280
33	THE 8 O'CLOCK NEWS	8.5	250
34	THE 9 O'CLOCK NEWS	8.2	220
35	THE 10 O'CLOCK NEWS	7.9	190
36	THE 11 O'CLOCK NEWS	7.6	160
37	THE 12 O'CLOCK NEWS	7.3	130
38	THE 1 O'CLOCK NEWS	7.0	100
39	THE 2 O'CLOCK NEWS	6.7	70
40	THE 3 O'CLOCK NEWS	6.4	40
41	THE 4 O'CLOCK NEWS	6.1	10
42	THE 5 O'CLOCK NEWS	5.8	0
43	THE 6 O'CLOCK NEWS	5.5	0
44	THE 7 O'CLOCK NEWS	5.2	0
45	THE 8 O'CLOCK NEWS	4.9	0
46	THE 9 O'CLOCK NEWS	4.6	0
47	THE 10 O'CLOCK NEWS	4.3	0
48	THE 11 O'CLOCK NEWS	4.0	0
49	THE 12 O'CLOCK NEWS	3.7	0
50	THE 1 O'CLOCK NEWS	3.4	0
51	THE 2 O'CLOCK NEWS	3.1	0
52	THE 3 O'CLOCK NEWS	2.8	0
53	THE 4 O'CLOCK NEWS	2.5	0
54	THE 5 O'CLOCK NEWS	2.2	0
55	THE 6 O'CLOCK NEWS	1.9	0
56	THE 7 O'CLOCK NEWS	1.6	0
57	THE 8 O'CLOCK NEWS	1.3	0
58	THE 9 O'CLOCK NEWS	1.0	0
59	THE 10 O'CLOCK NEWS	0.7	0
60	THE 11 O'CLOCK NEWS	0.4	0
61	THE 12 O'CLOCK NEWS	0.1	0
62	THE 1 O'CLOCK NEWS	0.0	0
63	THE 2 O'CLOCK NEWS	0.0	0
64	THE 3 O'CLOCK NEWS	0.0	0
65	THE 4 O'CLOCK NEWS	0.0	0
66	THE 5 O'CLOCK NEWS	0.0	0
67	THE 6 O'CLOCK NEWS	0.0	0
68	THE 7 O'CLOCK NEWS	0.0	0
69	THE 8 O'CLOCK NEWS	0.0	0
70	THE 9 O'CLOCK NEWS	0.0	0
71	THE 10 O'CLOCK NEWS	0.0	0
72	THE 11 O'CLOCK NEWS	0.0	0
73	THE 12 O'CLOCK NEWS	0.0	0
74	THE 1 O'CLOCK NEWS	0.0	0
75	THE 2 O'CLOCK NEWS	0.0	0
76	THE 3 O'CLOCK NEWS	0.0	0
77	THE 4 O'CLOCK NEWS	0.0	0
78	THE 5 O'CLOCK NEWS	0.0	0
79	THE 6 O'CLOCK NEWS	0.0	0
80	THE 7 O'CLOCK NEWS	0.0	0
81	THE 8 O'CLOCK NEWS	0.0	0
82	THE 9 O'CLOCK NEWS	0.0	0
83	THE 10 O'CLOCK NEWS	0.0	0
84	THE 11 O'CLOCK NEWS	0.0	0
85	THE 12 O'CLOCK NEWS	0.0	0
86	THE 1 O'CLOCK NEWS	0.0	0
87	THE 2 O'CLOCK NEWS	0.0	0
88	THE 3 O'CLOCK NEWS	0.0	0
89	THE 4 O'CLOCK NEWS	0.0	0
90	THE 5 O'CLOCK NEWS	0.0	0
91	THE 6 O'CLOCK NEWS	0.0	0
92	THE 7 O'CLOCK NEWS	0.0	0
93	THE 8 O'CLOCK NEWS	0.0	0
94	THE 9 O'CLOCK NEWS	0.0	0
95	THE 10 O'CLOCK NEWS	0.0	0
96	THE 11 O'CLOCK NEWS	0.0	0
97	THE 12 O'CLOCK NEWS	0.0	0
98	THE 1 O'CLOCK NEWS	0.0	0
99	THE 2 O'CLOCK NEWS	0.0	0
100	THE 3 O'CLOCK NEWS	0.0	0

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	16.3	3,350
2	NEWS	16.0	3,300
3	THE MENTALIST	15.7	3,250
4	THE WALKER	15.4	3,200
5	THE 24TH HOUR	15.1	3,150
6	THE 60 MINUTE NEWS	14.8	3,100
7	THE 11 O'CLOCK NEWS	14.5	3,050
8	THE 5 O'CLOCK NEWS	14.2	3,000
9	THE 3 O'CLOCK NEWS	13.9	2,950
10	THE 4 O'CLOCK NEWS	13.6	2,900
11	THE 7 O'CLOCK NEWS	13.3	2,850
12	THE 10 O'CLOCK NEWS	13.0	2,800
13	THE 12 O'CLOCK NEWS	12.7	2,750
14	THE 1 O'CLOCK NEWS	12.4	2,700
15	THE 2 O'CLOCK NEWS	12.1	2,650
16	THE 3 O'CLOCK NEWS	11.8	2,600
17	THE 4 O'CLOCK NEWS	11.5	2,550
18	THE 5 O'CLOCK NEWS	11.2	2,500
19	THE 6 O'CLOCK NEWS	10.9	2,450
20	THE 7 O'CLOCK NEWS	10.6	2,400
21	THE 8 O'CLOCK NEWS	10.3	2,350
22	THE 9 O'CLOCK NEWS	10.0	2,300
23	THE 10 O'CLOCK NEWS	9.7	2,250
24	THE 11 O'CLOCK NEWS	9.4	2,200
25	THE 12 O'CLOCK NEWS	9.1	2,150
26	THE 1 O'CLOCK NEWS	8.8	2,100
27	THE 2 O'CLOCK NEWS	8.5	2,050
28	THE 3 O'CLOCK NEWS	8.2	2,000
29	THE 4 O'CLOCK NEWS	7.9	1,950
30	THE 5 O'CLOCK NEWS	7.6	1,900
31	THE 6 O'CLOCK NEWS	7.3	1,850
32	THE 7 O'CLOCK NEWS	7.0	1,800
33	THE 8 O'CLOCK NEWS	6.7	1,750
34	THE 9 O'CLOCK NEWS	6.4	1,700
35	THE 10 O'CLOCK NEWS	6.1	1,650
36	THE 11 O'CLOCK NEWS	5.8	1,600
37	THE 12 O'CLOCK NEWS	5.5	1,550
38	THE 1 O'CLOCK NEWS	5.2	1,500
39	THE 2 O'CLOCK NEWS	4.9	1,450
40	THE 3 O'CLOCK NEWS	4.6	1,400
41	THE 4 O'CLOCK NEWS	4.3	1,350
42	THE 5 O'CLOCK NEWS	4.0	1,300
43	THE 6 O'CLOCK NEWS	3.7	1,250
44	THE 7 O'CLOCK NEWS	3.4	1,200
45	THE 8 O'CLOCK NEWS	3.1	1,150
46	THE 9 O'CLOCK NEWS	2.8	1,100
47	THE 10 O'CLOCK NEWS	2.5	1,050
48	THE 11 O'CLOCK NEWS	2.2	1,000
49	THE 12 O'CLOCK NEWS	1.9	950
50	THE 1 O'CLOCK NEWS	1.6	900
51	THE 2 O'CLOCK NEWS	1.3	850
52	THE 3 O'CLOCK NEWS	1.0	800
53	THE 4 O'CLOCK NEWS	0.7	750
54	THE 5 O'CLOCK NEWS	0.4	700
55	THE 6 O'CLOCK NEWS	0.1	650
56	THE 7 O'CLOCK NEWS	0.0	600
57	THE 8 O'CLOCK NEWS	0.0	550
58	THE 9 O'CLOCK NEWS	0.0	500
59	THE 10 O'CLOCK NEWS	0.0	450
60	THE 11 O'CLOCK NEWS	0.0	400
61	THE 12 O'CLOCK NEWS	0.0	350
62	THE 1 O'CLOCK NEWS	0.0	300
63	THE 2 O'CLOCK NEWS	0.0	250
64	THE 3 O'CLOCK NEWS	0.0	200
65	THE 4 O'CLOCK NEWS	0.0	150
66	THE 5 O'CLOCK NEWS	0.0	100
67	THE 6 O'CLOCK NEWS	0.0	50
68	THE 7 O'CLOCK NEWS	0.0	0
69	THE 8 O'CLOCK NEWS	0.0	0
70	THE 9 O'CLOCK NEWS	0.0	0
71	THE 10 O'CLOCK NEWS	0.0	0
72	THE 11 O'CLOCK NEWS	0.0	0
73	THE 12 O'CLOCK NEWS	0.0	0
74	THE 1 O'CLOCK NEWS	0.0	0
75	THE 2 O'CLOCK NEWS	0.0	0
76	THE 3 O'CLOCK NEWS	0.0	0
77	THE 4 O'CLOCK NEWS	0.0	0
78	THE 5 O'CLOCK NEWS	0.0	0
79	THE 6 O'CLOCK NEWS	0.0	0
80	THE 7 O'CLOCK NEWS	0.0	0
81	THE 8 O'CLOCK NEWS	0.0	0
82	THE 9 O'CLOCK NEWS	0.0	0
83	THE 10 O'CLOCK NEWS	0.0	0
84	THE 11 O'CLOCK NEWS	0.0	0
85	THE 12 O'CLOCK NEWS	0.0	0
86	THE 1 O'CLOCK NEWS	0.0	0
87	THE 2 O'CLOCK NEWS	0.0	0
88	THE 3 O'CLOCK NEWS	0.0	0
89	THE 4 O'CLOCK NEWS	0.0	0
90	THE 5 O'CLOCK NEWS	0.0	0
91	THE 6 O'CLOCK NEWS	0.0	0
92	THE 7 O'CLOCK NEWS	0.0	0
93	THE 8 O'CLOCK NEWS	0.0	0
94	THE 9 O'CLOCK NEWS	0.0	0
95	THE 10 O'CLOCK NEWS	0.0	0
96	THE 11 O'CLOCK NEWS	0.0	0
97	THE 12 O'CLOCK NEWS	0.0	0
98	THE 1 O'CLOCK NEWS	0.0	0
99	THE 2 O'CLOCK NEWS	0.0	0
100	THE 3 O'CLOCK NEWS	0.0	0

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																															
ANIMALS-FUNNIEST PEOPLE(S)							189			A 13.6	24	1140	2404	960	293	1002	288	557	507	476	404	815	300	555	437	399	205	220	97^	367	283
1 THU. 8.00P 60 NBC GV							94			A 13.7	25	1148	2367	962	304	987	255	521	497	483	426	819	319	556	436	386	211	221	93^	340	262
8.00 - 8.30										A 13.5	24	1131	2439	959	281	1020	325	596	517	468	383	807	283	556	441	409	193^	215	100^	397	304
8.30 - 9.00																															
BENSON							11	203	193				1784	706	250	786	203	392	409	410	335	606	203	376	351	300	189	194	99	198	130
FRI. 8.00P 30 ABC CS							99	97		B 15.7	27	1316	1698	752	291	854	258	450	421	384	346	528	168	299	273	243	197	126	75	190	129
BIG JOHN(S)							196			A 9.8	16	821	1652	697	202^	724	210^	382	376	352	298	647	162^	340	338	393	266^	101^	45^	180^	155^
2 SAT. 10.00P 60 NBC OP							94			A 9.7	16	813	1692	714	208^	741	224^	396	391	352	299	633	159^	335	341	390	254^	122^	51^	196^	172^
10.00 - 10.30										A 9.9	17	830	1596	677	193^	702	196^	367	359	350	294	655	163^	340	332	393	275^	77^	39^	162^	137^
10.30 - 11.00																															
BOONE							8	202		A 14.2	21	1190	1903	797	324	896	234	441	364	392	403	563	194	316	210	243	230	178^	96^	266	148^
1 MON. 8.00P 60 NBC GD							97			B 11.4	17	955	1758	704	241	793	227	404	338	357	334	554	162	310	262	272	213	162	85	249	161
8.00 - 8.30										A 13.4	20	1123	1924	805	314	925	231	452	381	406	417	579	192^	325	216	269	231	184^	89^	236	132^
8.30 - 9.00										A 15.1	22	1265	1867	784	331	863	236	428	347	377	385	545	192	304	205	219	228	170^	99^	289	160^
CBS EVE.NEWS-RATHER-TH(B)							80			A 5.1	10	427	1639	595	314^	663	138^	258^	212^	279^	382^	787	261^	317^	361^	451^	318^	60^	LT	129^	65^
1 THU. 7.10P 20 CBS N							57																								
CBS EVENING NEWS-RATHER							49	203	203	A 13.8	24	1156	1536	693	202	752	141	270	274	332	440	604	152	270	256	293	291	78	36^	102	56
1 MTUWF 6.30P 30 CBS N							99	99		B 13.2	24	1106	1549	704	198	771	153	288	289	316	436	612	147	268	260	290	296	72	30	94	55
2 M-F 6.30P 30																															
CBS EVENING NEWS-DEAN							5	103		A 7.4	12	620	1787	713	342^	823	303^	375	347^	338^	380	513	145^	154^	190^	277^	293^	239^	201^	212^	153^
2 SUN. 6.00P 30 CBS N							64			B 7.5	13	629	1567	648	246	746	196	298	259	322	398	642	186	276	282	284	301	82	54	97	75
CBS SAT. NEWS-SCHIEFFER							5	154		A 9.3	16	779	1683	797	104^	908	296	473	479	358	377	654	177^	350	338	375	281^	52^	16^	69^	69^
2 SAT. 6.30P 30 CBS N							89			B 8.5	17	712	1565	725	153	789	160	311	321	333	426	605	164	302	269	292	282	79	24	92	57
CBS SAT. NIGHT MOVIE							10	196	185	A 17.5	28	1467	1839	672	227	756	300	460	404	342	245	608	250	419	388	298	154	203	98	272	194
1 SAT. 8.30P 150 CBS FF							99	95		B 15.7	26	1316	1779	744	270	816	274	484	461	400	274	598	190	391	386	331	166	172	72	193	144
2 SAT. 9.00P 120										A 12.4	20	1039	1815	542	146^	662	286	408	403	293	187^	608	213^	454	432	354	110^	153^	79^	392	281
8.30 - 9.00										A 16.1	26	1349	1890	703	228	786	308	471	420	355	264	599	230	393	369	308	166	190	93	315	207
9.00 - 9.30										A 17.7	28	1483	1844	688	225	770	293	461	407	356	256	598	236	401	372	299	161	189	93	287	208
9.30 - 10.00										A 19.4	32	1626	1818	666	239	742	295	458	393	334	238	612	265	430	393	284	152	217	104	247	181
10.00 - 10.30										A 19.7	34	1651	1803	673	243	752	303	465	399	339	238	615	268	434	395	287	152	226	105	210	156
10.30 - 11.00																															
CBS SPECIAL MOVIE PRSNT.(S)							200			A 16.5	24	1383	1574	708	245	798	209	419	373	407	337	609	149^	359	337	364	195	114^	35^	53^	31^
1 SUN. 8.35P 120 CBS FF							99			A 16.6	24	1391	1600	700	290	773	218	389	365	366	333	653	142^	377	379	413	218	122^	45^	52^	33^
8.30 - 9.00										A 16.4	23	1374	1585	710	251	797	210	440	409	425	314	621	157^	380	352	377	185	112^	31^	55^	23^
9.00 - 9.30										A 16.1	23	1349	1550	693	233	792	222	429	384	406	321	595	147^	356	335	355	188	111^	33^	52^	27^
9.30 - 10.00										A 16.9	25	1416	1585	730	217	827	197	420	348	426	370	593	157^	349	312	333	190	110^	29^	55^	38^
10.00 - 10.30																															
CBS TUESDAY NIGHT MOVIES							9	192	200	A 21.2	32	1777	1764	734	282	856	270	459	422	380	340	672	219	370	323	322	254	129	53^	107	63^
TUE. 9.00P 120 CBS FF							96	99		B 17.6	27	1475	1534	757	271	854	243	429	396	404	362	523	156	288	255	263	199	90	50	67	41
9.00 - 9.30										A 20.2	29	1693	1778	726	271	852	258	425	391	352	377	647	195	341	298	313	260	141	61^	138	85
9.30 - 10.00										A 21.4	32	1793	1777	732	286	851	273	456	418	370	341	670	213	361	313	326	263	132	54^	124	76
10.00 - 10.30										A 21.7	34	1818	1741	743	289	855	271	472	438	397	321	684	228	381	331	329	254	119	46^	83	47^
10.30 - 11.00										A 21.4	35	1793	1756	736	281	860	272	477	435	398	323	689	243	397	341	325	244	120	50^	87	49^
CBS WEDNESDAY NIGHT MOVIE							9	197	193	A 14.0	22	1173	1819	714	236	791	256	446	419	368	285	635	239	410	354	302	193	206	97^	187	110
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.								
EVENING CONT'D																																			
CBS WEDNESDAY HIGH-CONT'D																																			
WED. 9.00P 120 CBS FF 98 96														B 13.2	21	1106	1604	717	250	776	245	431	404	379	286	595	212	363	325	284	191	129	57	104	60
9.00 - 9.30														A 12.8	19	1073	1830	722	251	791	234	426	415	377	306	615	221	393	332	300	194	220	92	204	124
9.30 - 10.00														A 13.4	20	1123	1802	721	241	804	256	449	429	382	295	618	234	398	349	290	186	195	101	185	108
10.00 - 10.30														A 14.9	24	1249	1813	702	225	773	254	446	413	359	269	653	245	419	366	313	198	203	98	184	112
10.30 - 11.00														A 15.0	25	1257	1810	709	222	792	269	452	411	360	275	641	244	416	360	301	196	206	95	171	99
CHAMPIONSHIP BOXING(S)														A 17.5	28	1467	1769	539	199	545	152	325	317	311	200	1037	416	687	627	467	281	108	20	79	49
1 FRI. 9.00P 120 NBC SE 99														A 16.5	27	1383	1732	482	127	482	130	277	269	272	194	1051	419	697	620	478	289	120	28	79	48
9.00 - 9.30														A 19.1	30	1601	1785	518	189	518	121	298	293	304	207	1086	422	711	647	499	307	98	13	83	55
9.30 - 10.00														A 21.4	35	1793	1809	579	229	589	159	354	357	351	200	1035	416	678	638	465	279	108	19	77	45
10.00 - 10.30														A 13.0	22	1089	1717	568	256	581	210	378	351	311	187	951	403	652	589	411	239	110	19	75	53
10.30 - 11.00														A 15.6	25	1307	2049	806	378	914	430	629	492	347	250	742	346	541	465	326	162	232	144	161	106
CHEERS THU. 9.30P 30 NBC CS 99 99														B 17.1	26	1433	1750	741	299	821	343	541	463	341	242	651	315	462	395	261	151	163	100	115	80
CLASSIC CREATURES(S)														A 15.9	23	1332	2054	692	264	772	325	528	435	373	191	553	255	417	397	261	105	237	99	492	283
1 MON. 8.00P 60 CBS DO 99														A 16.0	24	1341	2046	705	257	785	331	526	440	377	212	551	254	418	393	258	109	228	101	482	263
8.00 - 8.30														A 15.8	23	1324	2054	675	267	754	314	528	425	370	173	550	257	413	399	260	100	247	99	503	299
8.30 - 9.00														A 26.0	41	2179	1843	894	318	1011	366	523	467	404	412	514	184	274	247	229	199	112	58	206	116
DALLAS FRI. 9.00P 60 CBS GD 99 99														B 25.5	41	2137	1723	874	295	964	314	488	453	396	412	493	173	267	243	211	195	89	50	177	105
9.00 - 9.30														A 25.4	41	2129	1860	888	318	1008	363	519	462	400	416	511	184	271	244	225	200	116	58	225	122
9.30 - 10.00														A 26.6	42	2229	1820	897	315	1010	368	526	469	405	406	515	184	275	248	231	198	108	57	187	111
DIFF'RENT STROKES-SAT. 8 193 198														A 13.9	22	1165	1696	668	220	748	211	365	364	315	334	453	188	234	185	148	178	180	107	315	232
SAT. 8.00P 30 NBC CS 94 96														B 14.7	25	1232	1977	722	246	789	239	421	394	334	322	504	176	284	275	219	172	226	123	458	326
DUKES OF HAZZARD 10 204 201														A 18.3	30	1534	2075	689	260	799	272	359	280	299	399	590	164	272	241	314	266	195	98	491	302
FRI. 8.00P 60 CBS CS 99 98														B 17.3	29	1450	2046	700	221	777	258	366	319	299	368	564	176	292	260	274	235	161	68	544	308
8.00 - 8.30														A 17.3	29	1450	2015	668	263	778	258	345	280	298	395	584	145	255	240	324	274	168	91	485	302
8.30 - 9.00														A 19.3	31	1617	2124	709	256	818	285	372	279	297	403	595	183	282	242	299	260	217	102	494	303
DYNASTY 9 206 206														A 22.9	35	1919	1772	864	366	971	381	564	507	406	331	530	261	337	287	198	154	126	71	145	85
WED. 9.00P 60 ABC GD 99 99														B 23.3	35	1953	1694	851	351	952	354	566	507	413	317	512	221	333	288	211	151	122	77	108	71
9.00 - 9.30														A 22.3	34	1869	1790	863	359	968	376	555	499	401	338	534	265	344	286	195	156	133	74	155	89
9.30 - 10.00														A 23.5	36	1969	1746	862	370	969	383	570	514	410	324	527	258	331	286	201	154	118	70	132	82
EMERALD POINT,N.A.S. 8 197														A 13.7	22	1148	1375	789	275	865	255	392	331	385	409	364	104	181	183	182	173	138	42	8	8
1 MON. 10.00P 60 CBS GD 99														B 15.5	25	1299	1510	793	238	888	267	445	408	400	385	491	156	267	243	231	201	94	49	37	24
10.00 - 10.30														A 14.0	22	1173	1336	742	272	803	245	361	308	348	385	386	123	202	203	186	167	131	31	16	16
10.30 - 11.00														A 13.4	23	1123	1409	839	275	929	268	426	353	421	433	339	84	161	161	175	178	141	51	LT	LT
FACTS OF LIFE 9 198														A 17.3	26	1450	1817	643	159	732	249	389	358	296	298	616	236	359	309	272	200	281	137	188	119
2 WED. 9.00P 30 NBC CS 98														B 17.7	27	1483	1799	669	237	768	288	460	391	311	266	525	216	333	276	214	161	292	168	214	145
FALCON CREST 10 203 202														A 22.1	37	1852	1593	833	276	945	295	443	424	406	405	462	146	242	218	219	182	96	53	90	73
FRI. 10.00P 60 CBS GD 99 99														B 22.0	37	1844	1550	824	287	921	278	450	434	403	392	442	138	228	207	209	185	93	53	94	65
10.00 - 10.30														A 22.1	36	1852	1583	829	274	934	295	440	424	397	400	467	154	252	220	215	180	89	46	93	72
10.30 - 11.00														A 22.1	37	1852	1598	830	275	949	293	441	422	414	405	454	136	231	217	220	181	108	61	87	71
FALL GUY 10 205 207														A 18.9	30	1584	1949	712	266	780	308	487	442	353	236	589	236	370	309	265	186	234	90	346	229
WED. 8.00P 60 ABC A 99 99														B 19.9	31	1668	1882	712	285	774	300	476	420	351	243	598	243	393	335	269	173	211	83	299	184

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.										
EVENING CONT'D																																						
FALL GUY-CONT'D																																						
		8.00 - 8.30								A 17.6	28	1475	1904	695 243	756	294	467	420	338	240	571	219	349	299	261	186	221	82	356	234								
		8.30 - 9.00								A 20.2	31	1693	1984	725 284	795	317	504	460	365	232	601	250	387	320	268	180	249	98	339	224								
FAMILY TIES															B 8	195	A 16.1	24	1349	1842	675 212	776	289	468	413	337	260	660	277	428	339	283	192	228	144^	178	106^	
	2 WED.	9.30P	30	NBC CS				97		B 16.2	24	1358	1756	671 246	772	298	490	420	332	235	556	244	374	298	232	149	256	173	172	110								
FANTASY ISLAND															B 8	197	A 15.3	26	1282	1606	725 279	843	257	463	451	429	318	445	148	242	245	212	158	192	87^	126	110	
	SAT.	10.00P	60	ABC A				97	96	B 15.5	27	1299	1648	680 249	765	246	422	386	359	295	491	181	295	265	223	158	206	114	186	145								
		10.00 - 10.30								A 15.4	25	1291	1596	726 290	849	260	467	453	428	321	431	132	228	235	213	163	189	87^	127	114								
		10.30 - 11.00								A 15.2	26	1274	1609	724 266	837	251	459	449	431	317	455	164	255	254	211	150	192	89^	125	106								
FIRST CAMERA															A 12	163	A 5.7	8	478	1638	620 214^	698	255	375	347	323	279	648	214^	355	314	336	247	89^	58^	203^	99^	
	1 SUN.	7.37P	23	NBC DN				89	90	B 7.2	12	603	1716	701 275	768	209	389	395	376	322	635	182	326	335	314	239	144	73	169	126								
	2 SUN.	7.16P	44							A 5.6	8	469	1763	639 236^	730	381^	523	476^	315^	140^	652	236^	406^	378^	348^	216^	99^	73^	282^	132^								
		7.00 - 7.30								A 5.7	8	478	1609	619 211^	688	222^	334	315	326	314	647	209^	341	298	330	256	88^	54^	186^	90^								
		7.30 - 8.00								A 4.2	6	352	1636	671 309^	756	139^	304^	298^	366^	401^	710	204^	417^	358^	363^	233^	76^	76^	94^	65^								
FIRST CAMERA(B)															A 85	59	A 4.2	6	352	1642	647^	301^	729	138^	295^	284^	349^	386^	719	213^	431^	369^	366^	227^	83^	83^	111^	83^
	1 SUN.	7.00P	37	NBC DN						A 4.3	7	360	1569	752 340^	849	142^	336^	346^	422^	455^	648	165^	349^	302^	333^	245^	44^	44^	28^	LT								
		7.30 - 8.00								A 15.8	24	1324	2054	795 259	910	275	495	417	391	380	526	195	333	282	239	168^	296	173^	322	238								
GIMME A BREAK															B 8	197	A 15.8	24	1324	2054	795 259	910	275	495	417	391	380	526	195	333	282	239	168^	296	173^	322	238	
															B 99	196	A 15.0	23	1257	1902	732 250	843	257	444	393	356	354	499	169	272	267	223	179	192	118	368	254	
2 THU. 8.00P 30 NBC CS															B 99	196	A 17.8	26	1492	1710	730 277	810	277	433	414	316	336	573	221	327	262	237	195	208	110^	119^	97^	
GOODNIGHT, BEANTOWN															B 98	196	B 16.2	24	1358	1524	759 271	846	242	398	387	358	398	492	143	244	238	221	213	98	51	88	60	
2 SUN. 9.30P 30 CBS CS															A 200	198	A 25.2	34	2112	1684	664 213	756	243	381	338	326	315	650	270	410	329	278	213	140	66^	138	82^	
GREATEST PRACTICAL JOKES(S)															A 98	198	A 25.4	35	2129	1707	661 212	761	242	384	339	326	318	632	270	393	312	257	212	163	76^	151	92^	
2 MON. 8.00P 60 NBC CV															A 98	198	A 25.0	34	2095	1657	667 215	752	245	379	336	326	312	666	269	426	346	296	214	115	54^	124	72^	
															A 7	199	A 11.7	18	980	1966	631 246	757	341	512	403	271	202^	454	201^	325	265	200^	90^	417	234^	338	218^	
HAPPY DAYS															B 96	196	B 14.0	21	1173	1887	663 304	777	379	562	441	304	170	470	206	338	302	225	88	310	197	330	226	
1 TUE. 8.30P 30 ABC CS															A 10	201	A 17.6	25	1475	1873	684 253	755	236	457	426	378	249	731	272	465	403	341	219	176	83	211	151	
HARDCASTLE & MCCORMICK															B 99	198	B 17.7	26	1483	1897	688 284	758	280	495	457	374	216	730	298	522	458	364	168	170	71	239	157	
SUN. 8.00P 60 ABC A															A 99	198	A 17.2	25	1441	1871	690 273	772	258	482	441	380	241	715	264	451	397	337	213	171	85	213	151	
															A 99	198	A 17.9	26	1500	1879	681 234	743	218	438	411	380	258	746	280	477	409	346	224	180	79	210	154	
															A 9	203	A 14.1	23	1182	1585	726 335	802	277	490	444	395	247	528	195	327	284	251	150	149	86^	106	63^	
HART TO HART															B 99	199	B 16.7	28	1399	1556	741 315	828	312	525	469	393	239	549	223	360	312	255	151	120	81	59	37	
TUE. 10.00P 60 ABC PD															A 99	199	A 14.2	22	1190	1581	726 320	795	279	488	443	383	245	526	204	334	289	243	142	151	91^	109	61^	
															A 99	199	A 14.0	23	1173	1583	724 350	806	274	489	444	403	251	531	187	323	280	260	157	144	83^	102	63^	
															A 197	198	A 15.2	25	1274	2095	582 198	666	289	442	389	295	185	601	251	452	423	317	105^	181	70^	647	404	
HERE COMES GARFIELD(S)															B 98	198	A 14.7	23	1232	1581	748 254	822	259	441	392	408	319	587	169^	338	335	339	176^	127^	56^	45^	33^	
1 SAT. 8.00P 30 CBS EA															A 193	197	A 13.5	19	1131	1645	767 265	828	241	426	393	401	341	564	161^	325	337	322	171^	150^	84^	103^	60^	
HERE'S TV ENTERTAINMENT(S)															B 97	197	A 15.8	23	1324	1576	740 233	803	262	424	390	394	309	562	167^	324	323	307	173^	145^	71^	66^	55^	
2 SUN. 9.00P 120 NBC GV															A 97	197	A 15.4	24	1291	1538	738 261	815	264	440	384	408	314	596	165^	342	342	355	177^	114^	50^	13^	13^	
															A 97	197	A 14.0	24	1173	1575	751 257	850	268	477	403	431	321	626	182^	360	338	372	184^	99^	21^	LT	LT	
															A 97	197	A 13.5	19	1131	1645	767 265	828	241	426	393	401	341	564	161^	325	337	322	171^	150^	84^	103^	60^	
															A 97	197	A 15.8	23	1324	1576	740 233	803	262	424	390	394	309	562	167^	324	323	307	173^	145^	71^	66^	55^	
															A 97	197	A 15.4	24	1291	1538	738 261	815	264	440	384	408	314	596	165^	342	342	355	177^	114^	50^	13^	13^	
															A 97	197	A 14.0	24	1173	1575	751 257	850	268	477	403	431	321	626	182^	360	338	372	184^	99^	21^	LT	LT	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
#										%	%				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
HILL STREET BLUES 8 212 208 A 18.1 31 1517 1914 764 300 871 410 645 527 388 193 804 388 603 538 345 159 146 54^ 93 66^																																	
THU. 10.00P 60 NBC OP 99 99 B 18.4 30 1542 1688 701 295 773 333 559 493 356 182 763 368 575 507 327 152 92 41 60 42																																	
10.00 - 10.30 A 17.8 30 1492 1935 770 308 880 416 652 525 387 199 805 391 603 534 342 161 156 59^ 94 67^																																	
10.30 - 11.00 A 18.4 32 1542 1886 757 291 860 403 637 524 387 189 802 385 600 541 349 155 134 50^ 90 64^																																	
HOLLYWOODS PVT. HOME MOV.(S) 197 A 12.1 22 1014 2124 727 399 926 399 673 486 425 226^ 672 308 485 340 226^160^ 323 241 203^ 127^																																	
1 THU. 8.00P 60 ABC U 98 A 11.6 21 972 2126 731 402 937 404 676 483 431 233^ 651 291 455 313 219^168^ 320 243 218^ 138^																																	
8.00 - 8.30 A 12.5 22 1048 2129 729 396 918 398 675 491 419 218^ 692 324 513 366 232 151^ 328 239 191^ 121^																																	
8.30 - 9.00																																	
HOTEL 10 202 203 A 21.1 35 1768 1676 846 319 941 303 543 490 494 326 551 186 301 289 275 199 99 68 85 53^																																	
WED. 10.00P 60 ABC GD 99 99 B 22.0 37 1844 1541 799 308 885 276 495 466 441 323 518 183 310 285 251 173 85 56 53 35																																	
10.00 - 10.30 A 21.0 34 1760 1699 853 320 958 328 554 494 477 328 543 193 297 280 260 195 103 72 95 56^																																	
10.30 - 11.00 A 21.2 36 1777 1641 838 319 924 279 530 482 507 325 553 176 302 292 288 202 89 61^ 75 52^																																	
IT'S THE REAL THING(S) 188 A 10.9 17 913 1959 821 325 865 344 534 456 390 276 598 237^ 392 333 276 151^ 203^ 95^ 293 217^																																	
1 SAT. 9.00P 60 NBC GV 93 A 11.3 18 947 1949 809 300 856 329 515 436 400 289 579 226^ 372 306 265 162^ 201^ 96^ 313 224^																																	
9.00 - 9.30 A 10.5 17 880 1952 834 351 873 363 559 474 375 260^ 615 246^ 408 356 287 142^ 197^ 88^ 267 206^																																	
9.30 - 10.00																																	
JEFFERSONS 8 194 A 20.3 29 1701 1771 734 279 800 230 430 450 352 326 570 235 334 268 227 191 251 109^ 150 113^																																	
2 SUN. 9.00P 30 CBS CS 97 B 17.9 26 1500 1621 767 276 853 242 407 388 366 392 514 164 263 238 220 219 125 65 129 90																																	
JENNIFER SLEPT HERE 7 196 188 A 9.2 15 771 1757 560 223 641 186 394 397 367 211 503 183 334 292 230 153^ 257 127^ 356 198																																	
FRI. 8.30P 30 NBC CS 95 96 B 10.1 16 846 1852 637 260 716 235 439 433 361 233 550 215 352 317 250 164 236 112 350 224																																	
JUST OUR LUCK 8 202 A 11.0 17 922 1949 629 248^ 764 368 526 413 244^199^ 495 243^ 368 314 201^ 86^ 410 211^ 280 169^																																	
1 TUE. 8.00P 30 ABC CS 97 B 13.4 21 1123 1911 651 306 758 346 531 419 305 183 491 223 347 306 220 103 292 167 370 242																																	
KENNY ROGERS-THE GAMBLER(S) 198 A 29.5 42 2472 1659 793 315 868 277 464 420 375 355 563 186 325 297 259 206 126 52^ 102 76^																																	
2 MON. 9.00P 120 CBS FF 99 A 28.7 39 2405 1742 798 317 875 279 466 432 380 357 552 169 315 284 257 211 152 68^ 163 109																																	
9.00 - 9.30 A 29.6 41 2480 1662 791 318 869 279 465 424 366 357 562 181 322 298 259 206 122 52^ 109 88^																																	
9.30 - 10.00 A 30.1 43 2522 1635 800 325 875 288 471 420 376 355 561 193 332 306 263 195 123 48^ 76^ 58^																																	
10.00 - 10.30 A 29.7 45 2489 1592 777 297 847 263 450 404 375 346 570 199 333 304 252 204 110 42^ 65^ 47^																																	
10.30 - 11.00																																	
KNIGHT RIDER 9 205 207 A 16.6 24 1391 2048 663 274 774 266 469 440 367 250 635 276 444 372 285 156 230 101 409 251																																	
SUN. 8.00P 60 NBC A 99 98 B 18.0 26 1508 2129 689 275 777 287 505 468 362 226 673 264 468 426 324 158 254 109 425 276																																	
8.00 - 8.30 A 15.1 22 1265 2062 669 273 781 264 472 433 369 258 639 280 445 373 283 159 232 104 410 251																																	
8.30 - 9.00 A 18.2 26 1525 2018 653 272 763 263 462 440 365 244 628 275 444 372 284 151 222 97 405 250																																	
KNOTS LANDING 10 200 197 A 19.8 34 1659 1624 888 359 1022 345 561 526 448 390 441 169 265 221 208 150 84 57^ 77 58^																																	
THU. 10.00P 60 CBS GD 99 99 B 20.1 33 1684 1532 852 297 953 336 529 478 409 357 421 165 254 227 186 138 88 57 70 45																																	
10.00 - 10.30 A 19.8 33 1659 1619 880 358 1006 340 556 531 444 379 445 176 272 228 206 146 89 60^ 79 55^																																	
10.30 - 11.00 A 19.8 34 1659 1621 893 357 1031 347 560 521 450 399 434 160 256 215 211 151 82 56^ 74 59^																																	
LOTTERY 10 198 185 A 12.5 20 1048 1899 598 261 676 236 443 419 349 211 519 192 353 325 258 139 325 177 379 284																																	
FRI. 9.00P 60 ABC A 98 95 B 13.7 22 1148 1746 671 291 751 264 461 413 351 252 526 190 337 320 261 147 187 93 282 213																																	
9.00 - 9.30 A 12.4 20 1039 1907 579 257 658 230 425 410 336 210 502 179 341 315 258 132 336 182 411 307																																	
9.30 - 10.00 A 12.5 20 1048 1896 616 267 692 239 439 433 364 210 537 207 368 334 262 142 315 175 352 263																																	
LOVE BOAT 10 195 196 A 19.4 31 1626 1703 750 264 853 223 392 383 387 410 506 135 266 250 253 215 193 99 151 117																																	
SAT. 9.00P 60 ABC CS 98 97 B 19.9 33 1668 1752 761 271 850 242 415 391 378 382 518 171 287 260 232 199 181 111 203 150																																	
9.00 - 9.30 A 19.1 30 1601 1671 739 251 839 217 386 379 381 403 504 134 262 249 259 212 186 96 142 105																																	
9.30 - 10.00 A 19.7 31 1651 1729 758 276 864 229 395 386 391 415 503 135 268 252 249 213 200 103 162 127																																	

PROGRAM NAME										T/C THIS SEASON		NO. OF STAT DMS		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																							
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52	WK 53	WK 54	WK 55	WK 56	WK 57	WK 58	WK 59	WK 60	WK 61	WK 62	WK 63	WK 64	WK 65	WK 66	WK 67	WK 68	WK 69	WK 70	WK 71	WK 72	WK 73	WK 74	WK 75	WK 76	WK 77	WK 78	WK 79	WK 80	WK 81	WK 82	WK 83	WK 84	WK 85	WK 86	WK 87	WK 88	WK 89	WK 90	WK 91	WK 92	WK 93	WK 94	WK 95	WK 96	WK 97	WK 98	WK 99	WK 100	WK 101	WK 102	WK 103	WK 104	WK 105	WK 106	WK 107	WK 108	WK 109	WK 110	WK 111	WK 112	WK 113	WK 114	WK 115	WK 116	WK 117	WK 118	WK 119	WK 120	WK 121	WK 122	WK 123	WK 124	WK 125	WK 126	WK 127	WK 128	WK 129	WK 130	WK 131	WK 132	WK 133	WK 134	WK 135	WK 136	WK 137	WK 138	WK 139	WK 140	WK 141	WK 142	WK 143	WK 144	WK 145	WK 146	WK 147	WK 148	WK 149	WK 150	WK 151	WK 152	WK 153	WK 154	WK 155	WK 156	WK 157	WK 158	WK 159	WK 160	WK 161	WK 162	WK 163	WK 164	WK 165	WK 166	WK 167	WK 168	WK 169	WK 170	WK 171	WK 172	WK 173	WK 174	WK 175	WK 176	WK 177	WK 178	WK 179	WK 180	WK 181	WK 182	WK 183	WK 184	WK 185	WK 186	WK 187	WK 188	WK 189	WK 190	WK 191	WK 192	WK 193	WK 194	WK 195	WK 196	WK 197	WK 198	WK 199	WK 200	WK 201	WK 202	WK 203	WK 204	WK 205	WK 206	WK 207	WK 208	WK 209	WK 210	WK 211	WK 212	WK 213	WK 214	WK 215	WK 216	WK 217	WK 218	WK 219	WK 220	WK 221	WK 222	WK 223	WK 224	WK 225	WK 226	WK 227	WK 228	WK 229	WK 230	WK 231	WK 232	WK 233	WK 234	WK 235	WK 236	WK 237	WK 238	WK 239	WK 240	WK 241	WK 242	WK 243	WK 244	WK 245	WK 246	WK 247	WK 248	WK 249	WK 250	WK 251	WK 252	WK 253	WK 254	WK 255	WK 256	WK 257	WK 258	WK 259	WK 260	WK 261	WK 262	WK 263	WK 264	WK 265	WK 266	WK 267	WK 268	WK 269	WK 270	WK 271	WK 272	WK 273	WK 274	WK 275	WK 276	WK 277	WK 278	WK 279	WK 280	WK 281	WK 282	WK 283	WK 284	WK 285	WK 286	WK 287	WK 288	WK 289	WK 290	WK 291	WK 292	WK 293	WK 294	WK 295	WK 296	WK 297	WK 298	WK 299	WK 300	WK 301	WK 302	WK 303	WK 304	WK 305	WK 306	WK 307	WK 308	WK 309	WK 310	WK 311	WK 312	WK 313	WK 314	WK 315	WK 316	WK 317	WK 318	WK 319	WK 320	WK 321	WK 322	WK 323	WK 324	WK 325	WK 326	WK 327	WK 328	WK 329	WK 330	WK 331	WK 332	WK 333	WK 334	WK 335	WK 336	WK 337	WK 338	WK 339	WK 340	WK 341	WK 342	WK 343	WK 344	WK 345	WK 346	WK 347	WK 348	WK 349	WK 350	WK 351	WK 352	WK 353	WK 354	WK 355	WK 356	WK 357	WK 358	WK 359	WK 360	WK 361	WK 362	WK 363	WK 364	WK 365	WK 366	WK 367	WK 368	WK 369	WK 370

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
											AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
EVENING CONT'D																																		
YELLOW ROSE																																		
							7 195			A	9.2 16	771	1419	719 290^	769 290^	450 370	319 319				485 82^	228^181^	322 236^		89^ 40^	76^ 72^								
1 SAT.	10.00P	60	NBC	GD			96			B	10.1 18	846	1574	679 265	779 236	441 400	386 294				581 143	286 288	335 224		114 51	100 75								
	10.00 - 10.30									A	9.1 15	763	1409	716 292^	769 307	459 373	296^310				488 87^	232^176^	316 236^		83^ 37^	69^ 69^								
	10.30 - 11.00									A	9.3 16	779	1420	721 286^	768 269^	440 369	343 328				480 80^	225^183^	322 236^		90^ 42^	82^ 75^								
*LATE FRINGE																																		
ABC NEWS:NIGHTLINE-T-F							38 189 176			A	4.5 13	377	1268	568 168	603 160	311 282	328 236				597 167	359 340	323 202		28^ 18^	40^ 24^								
1 TU-F	11.30P	60	ABC	N			96 93			B	4.8 15	402	1271	569 205	612 136	308 312	347 246				605 177	332 334	287 221		35 18	19 LT								
2 TUE-F	11.30P	60																																
	11.30 - 12.00									A	5.5 14	461	1275	577 169	607 145	312 294	343 242				596 167	351 334	319 202		37^ 26^	35^ 15^								
	12.00 - 12.30									A	3.6 12	302	1199	525 152^	562 172^	291 254	295 208				577 163^	359 338	318 192		LT LT	46^ 37^								
ABC NEWS:NIGHTLINE-MON							10 182 181			A	3.5 16	293	898	345^ 82^	345^ 54^	99^168^	175^177^				516 181^	277^297^	246^195^		LT LT	27^ 27^								
1 MON.	12.39A	41	ABC	N			95 95			B	2.9 16	243	1131	400 95	415 106	198 210	196 172				692 278	434 383	280 220		LT LT	LT LT								
2 MON.	12.30A	30																																
	12.30 - 1.00									A	3.7 16	310	903	381 103^	381 75^	136^200^	183^181^				500 180^	277^296^	226^194^		LT LT	22^ 22^								
	1.00 - 1.30									A	2.9 16	243	934^	242^ LT	242^ LT	78^	144^164^				608^201^	304^325^	338^200^		42^ LT	42^ 42^								
ABC NEWS:NIGHTLINE-THU(B)							175			A	3.2 16	268	1007	490^105^	523^146^	321^321^	269^202^				395^179^	249^249^	101^146^		89^ 89^	LT LT								
2 THU.	1.02A	30	ABC	N			94																											
ABC WEEKEND REPORT-SAT.							10 163 162			A	5.7 11	478	1165	506 66^	527 86^	220^261	330 226^				511 174^	295 203^	220^182^		37^ LT	90^ 90^								
SAT.	11.00P	15	ABC	N			88 88			B	5.2 10	436	1180	525 189	588 161	288 294	287 223				467 141	248 230	218 185		66 39	59 51								
ABC WEEKEND REPORT-SUN.							10 166 16^			A	5.3 11	444	1320	657 122^	691 209^	411 463	445 160^				597 231^	377 318	245^176^		12^ LT	18^ LT								
1 SUN.	11.14P	15	ABC	N			91 90			B	4.3 11	360	1305	583 189	615 197	391 415	354 153				618 252	427 375	290 150		52 24	20 LT								
2 SUN.	11.00P	15																																
CBS NEWS NIGHTWATCH-1							48 68 67			A	1.7 17	142	775	416 148^	430 113^	261^226^	260^141^				254^113^	162^148^	85^ 63^		77^ LT	LT LT								
M-THSU	2.00A	30	CBS	N			65 64			B	1.5 16	126	701	336 81	363 115	261 164	193 137				311 133	201 192	149 72		LT LT	LT LT								
CBS NEWS NIGHTWATCH-2							50 107 106			A	1.5 26	126	690	358^ 87^	397^ 17^	230^198^	206^159^				254^ 95^	150^119^	103^ 88^		LT LT	LT LT								
M-THSU	2.30A	210	CBS	N			89 89			B	1.3 25	109	691	318 85	373 123	237 174	165 131				299 118	191 170	143 91		LT LT	LT LT								
	2.30 - 3.00									A	1.9 23	159	855	435 107^	472 88^	277^271^	283^183^				334^145^	208^152^	95^107^		37^ LT	LT LT								
	3.00 - 3.30									A	1.7 25	142	768	332^ 43^	332^ 11	164^148^	184^184^				395^170^	261^155^	120^120^		LT LT	LT LT								
	3.30 - 4.00									A	1.5 26	126	714	365^ LT	405^ 88^	230^175^	182^167^				278^ 96^	167^ 95^	111^103^		LT LT	LT LT								
	4.00 - 4.30									A	1.5 29	126	563	349^ 88^	389^ 96^	240^182^	174^143^				134^ 63^	63^ 56^	55^ 63^		LT LT	LT LT								
	4.30 - 5.00									A	1.3 28	109	505^	332^ 83^	359^ 83^	248^192^	193^111^				83^ LT	LT LT	83^ 74^		LT LT	LT LT								
	5.00 - 5.30									A	1.1 24	92	739	446^120^	456^ 76^	294^251^	239^162^				249^ 86^	151^162^	98^ 87^		LT LT	LT LT								
	5.30 - 6.00									A	1.1 23	92	761	435^153^	435^ LT	229^261^	251^174^				326^ 87^	174^206^	174^120^		LT LT	LT LT								
CBS SUNDAY NEWS-OSGOOD							10 130 146			A	6.8 15	570	1253	704 317	778 224	347 338	336 371				433 150^	247 207	177^150^		42^ 42^	LT LT								
1 SUN.	11.35P	15	CBS	N			69 80			B	6.4 14	536	1281	679 265	746 184	313 342	331 367				490 141	256 216	241 194		37 21	LT LT								
2 SUN.	11.00P	15																																
DAVID LETTERMAN I							40 180 181			A	3.3 15	277	1181	513 195^	567 238	368 249	216 188^				549 328	437 261	160^ 90^		36^ LT	29^ 18^								
M-TH	12.30A	30	NBC	GV			95 96			B	3.0 15	251	1243	544 223	625 284	401 272	207 198				557 321	438 294	170 103		33 LT	28 LT								
DAVID LETTERMAN II							40 181 181			A	2.4 14	201	1184	511 193^	566 254^	363 234^	169^188^				562 358	448 230^	135^ 99^		36^ LT	LT LT								
M-TH	1.00A	30	NBC	GV			96 96			B	2.2 15	184	1173	499 213	583 279	394 264	166 173				549 343	438 293	137 93		LT LT	LT LT								
FRIDAY NIGHT VIDEOS							10 192 191			A	4.3 19	360	1286	464 175^	539 302^	377 211^	134^145^				538 330	416 317^	166^ 83^		123^ 89^	86^ 86^								
FRI.	12.30A	90	NBC	PC			98 98			B	3.7 18	310	1378	415 197	512 286	401 283	152 95				693 440	521 352	152 79		195 115	38 35								
	12.30 - 1.00									A	5.1 18	427	1311	516 192^	565 307	378 237^	160^152^				580 353	454 334	194^ 99^		79^ 79^	87^ 87^								
CONT'D																																		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
								TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1	WK 2	Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)																				
LATE FRINGE CONT'D																															
FRIDAY NIGHT VIDEO-CONT'D																															
		1.00 - 1.30							A	4.1	18	344	1270	439	131A	488	282A	346	174A	104A	142A	529	331A	421	340A	169A	61V	154A	93A	99A	99A
		1.30 - 2.00							A	3.6	20	302	1285	414	195A	559	324A	414	212A	124A	135A	503	305A	370A	278A	132A	86V	153A	99A	70V	70V
LATE MOVIE I																															
	MTU TH	11.30P	70	CBS	FF	88	88		A	7.1	21	595	1247	597	174	667	223	360	318	333	257	498	189	312	284	235	155	75A	32A	LT	LT
	WED.	11.30P	71						B	6.4	21	536	1176	600	222	664	199	360	347	339	250	440	148	269	260	224	133	53	23	19	10
	1 FRI.	11.30P	66																												
	2 FRI.	11.30P	76																												
		11.30 - 12.00							A	7.6	20	637	1303	620	195	685	227	365	325	342	265	535	198	342	322	262	159	80A	37A	LT	LT
		12.00 - 12.30							A	7.0	23	587	1213	580	165	652	221	355	309	323	251	478	194	303	261	210	146	74A	31A	9V	9V
		12.30 - 1.00							A	6.3	26	528	1138	567	152	635	217	350	313	324	234	432	150	242	225	220	154	60A	16V	11V	11V
LATE MOVIE II																															
	1 MON.	12.40A	54	CBS	FF	88	88		A	5.0	26	419	1050	526	158	559	169	303	296	301	199	428	153	255	242	217	141	47A	12V	16V	16V
	TUE.	12.40A	48						B	4.4	25	369	1038	522	200	572	171	326	322	312	192	418	146	255	256	223	120	38	LT	LT	LT
	1 WED.	12.41A	51																												
	1 THU.	12.40A	50																												
	1 FRI.	12.36A	48																												
	2 MON.	12.40A	50																												
	2 WED.	12.41A	42																												
	2 THU.	12.40A	46																												
	2 FRI.	12.46A	47																												
NBC LATE NIGHT MOVIE																															
	1 SUN.	11.30P	60	NBC	FF	41	42		A	1.7	6	142	556A	184V	LT	184V	LT	11	11	184V	156V	351A	84V	218A	183V	155V	133V	LT	LT	LT	LT
	2 SUN.	11.30P	120						B	1.7	6	142	892	415	78	438	143	232	238	262	183	396	129	239	235	190	115	LT	LT	LT	LT
		11.30 - 12.00							A	1.9	5	159	535A	163V	LT	163V	LT	11	11	163V	138V	321A	70V	151V	113V	113V	170V	51V	51V	LT	LT
		12.00 - 12.30							A	1.9	7	159	585A	233A	63V	233A	LT	11	61V	233A	170V	352A	88V	145V	95V	94V	207A	LT	LT	LT	LT
		12.30 - 1.00							A	1.3	6	109	349V	193V	LT	193V	LT	11	11	193V	193V	156V	74V	156V	156V	82V	LT	LT	LT	LT	LT
		1.00 - 1.30							A	1.3	8	109	734A	83V	LT	83V	LT	11	11	83V	83V	651A	91V	651A	651A	560A	LT	LT	LT	LT	LT
NBC NEWS OVERNIGHT-M-F																															
	1 MON.	1.30A	45	NBC	N	90	90		A	1.6	13	134	1119	492	208A	567	239A	365A	107A	224A	141A	537	283A	417A	253A	187A	98V	LT	LT	LT	LT
	1 TUE.	1.30A	41						B	1.5	13	126	1029	424	186	536	253	357	243	154	154	472	244	358	276	173	88	LT	LT	LT	LT
	1 WED.	1.30A	44																												
	1 THU.	1.30A	43																												
	1 FRI.	2.00A	47																												
	2 M & TU	1.30A	43																												
	2 WED.	1.30A	29																												
	2 THU.	1.30A	42																												
	2 FRI.	2.00A	41																												
		1.30 - 2.00							A	1.6	12	134	1052	485	171A	559	254A	373A	291A	208A	141A	469	246A	380A	239A	164A	82V	LT	LT	LT	LT
		2.00 - 2.30							A	1.6	14	134	1224	546	246A	605	232A	388A	366A	268A	127A	604	343A	463	260A	187A	105V	LT	LT	LT	LT
		2.30 - 3.00							A	1.6	14	134	1261	455A	239A	448A	96V	262A	372A	292A	76V	813A	336A	492A	418A	387A	172V	LT	LT	LT	LT
SATURDAY NIGHT																															
	1 SAT.	11.30P	80	NBC	GV	99	98		A	7.6	21	637	1510	588	337	649	243	475	376	315	145A	613	316	476	341	261	89A	153A	102A	95A	73A
	2 SAT.	11.30P	81						B	7.5	22	629	1499	523	233	598	289	465	364	245	108	635	368	509	388	208	95	207	122	59	46
		11.30 - 12.00							A	8.4	21	704	1676	639	369	707	250	508	411	347	169	660	293	499	365	313	111A	167A	111A	142A	108A
		12.00 - 12.30							A	7.5	22	629	1432	573	329	640	256	477	369	295	135A	587	326	455	321	233	86A	150A	108A	55A	48A
		12.30 - 1.00							A	6.5	21	545	1367	531	300	577	215A	418	327	293	131A	590	351	479	332	224	57A	132A	73A	68A	56A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
LATE FRINGE CONT'D																															
TONIGHT SHOW																															
	M-F	11.30P	60	NBC	GV	99	98	A	8.0	23	670	1431	677	210	730	231	405	348	383	279	622	276	410	327	260	172	45^	23^	34^	27^	
								B	6.7	21	561	1381	622	208	682	221	377	325	343	262	602	269	402	311	237	171	53	28	44	31	
		11.30 - 12.00						A	8.9	23	746	1471	690	217	748	229	411	367	403	287	645	271	411	333	278	195	45^	23^	33^	25^	
		12.00 - 12.30						A	7.2	23	603	1345	642	192	693	225	388	317	352	265	577	274	401	306	233	141	42^	23^	33^	28^	
WEEKDAY DAYTIME																															
	ABC DAYTIME NEWSBRIEF-M-F					48	182	182	A	8.5	27	712	1503	911	247	1000	499	728	574	388	200	260	140	207	156	102	41^	149	74^	94	21^
	1 MTUWF 1.57P	2	ABC	N		95	95	B	7.9	26	662	1384	876	268	974	497	727	557	380	196	239	136	177	126	78	51	95	67	76	17	
	2 M-F 1.57P	2																													
ABC WORLD NEWS-MORN-645A																															
	M-F	6.45A	15	ABC	N	89	89	A	2.0	16	168	935	465	220^	530	125^	268^	251^	256^	214^	352	125^	191^	196^	161^	108^	LT	LT	29^	29^	
								B	1.9	15	159	1143	504	226	553	141	323	308	299	184	450	127	269	259	259	150	73	62	67	59	
AFTERNOON PLAYHOUSE(S)																															
	1 THU. 1.30P	60	CBS	CL		80		A	3.8	10	318	1808	679^	145^	711^	253^	347^	284^	282^	304^	586^	96^	322^	365^	396^	221^	338^	181^	173^	173^	
		1.30 - 2.00						A	3.9	10	327	1713	605^	122^	642^	183^	284^	331^	294^	284^	618^	137^	365^	409^	399^	209^	263^	162^	190^	190^	
		2.00 - 2.30						A	3.7	10	310	1871	742^	165^	771	320^	408^	228^	267^	322^	535^	45^	268^	307^	385^	228^	412^	199^	153^	153^	
ALL MY CHILDREN																															
	M-F	1.00P	60	ABC	DD	98	99	A	9.2	28	771	1528	890	254	999	495	727	563	391	207	261	137	204	147	104	46^	160	89	108	29^	
		1.00 - 1.30						B	8.6	28	721	1407	865	270	975	508	735	556	374	189	249	143	187	127	79	51	98	67	85	21	
		1.30 - 2.00						A	8.9	27	746	1509	881	256	989	488	723	553	392	205	261	134	203	148	109	45^	148	83	111	33^	
								A	9.5	29	796	1535	894	248	1000	500	730	568	387	205	261	139	204	146	100	46^	169	93	105	29^	
ALVIN & THE CHIPMUNKS SP(S)																															
						176		A	9.1	28	763	1714	453	149^	453	221^	326	271^	155^	127^	281^	119^	250^	221^	145^	17^	238^	158^	742	416	
1 FRI. 11.30A 30 NBC CA 91																															
ANOTHER WORLD																															
	1 MTUWF	2.00P	60	NBC	DD	99	99	A	5.7	19	478	1132	747	165	852	226	411	368	475	401	212	59^	75^	44^	79^	120	39^	14^	29^	14^	
	2 M-F	2.00P	60					B	5.6	19	469	1149	799	116	900	110	414	385	432	433	170	59	71	41	51	92	38	20	41	20	
		2.00 - 2.30						A	5.7	19	478	1119	744	171	845	227	428	374	379	388	212	59^	72^	46^	84^	116^	35^	13^	27^	15^	
		2.30 - 3.00						A	5.6	19	469	1136	749	152	862	227	416	363	369	419	200	53^	70^	34^	71^	122	44^	18^	30^	13^	
AS THE WORLD TURNS																															
	1 M-W	1.30P	60	CBS	DD	99	99	A	7.6	25	637	1312	855	162	930	214	347	329	349	514	225	78^	110	93	91	107	43^	20^	114	31^	
	2 M-F	1.30P	60					B	7.6	26	637	1292	871	148	946	257	361	373	368	477	241	83	114	88	91	119	36	20	69	18	
		1.30 - 2.00						A	7.4	24	620	1311	847	168	922	206	333	323	336	523	239	89^	118	102	88^	110	36^	16^	114	30^	
		2.00 - 2.30						A	7.8	26	654	1295	865	154	938	270	362	334	363	505	203	66^	94	77^	89	104	42^	21^	112	32^	
BENSON DAYTIME																															
	1 MTHF	11.00A	30	ABC	CS	90	91	A	4.4	16	369	1260	621	95^	718	334	504	393	281	179	296	146^	200	176	108^	61^	103^	81^	143^	81^	
	2 MON.	11.10A	20					B	3.6	15	302	1250	654	119	741	381	525	410	274	162	284	152	200	140	89	72	87	48	138	50	
	2 TU-F	11.00A	30																												
CAPITOL																															
	1 M-W	2.30P	30	CBS	DD	96	96	A	6.1	21	511	1333	846	152	928	276	404	335	326	474	182	69^	96^	78^	80^	80^	74^	36^	149	57^	
	2 M-F	2.30P	30					B	6.0	21	503	1268	854	157	932	294	439	381	348	446	192	64	83	62	74	102	63	36	81	22	
CBS EARLY MORNING NEWS																															
	M-F	6.30A	30	CBS	N	87	89	A	1.5	17	126	1008	540	119^	540	87^	183^	214^	151^	326^	358^	88^	143^	87^	135^	215^	39^	LT	71^	LT	
								B	1.4	16	117	959	478	131	510	114	221	223	192	248	369	87	169	153	159	195	LT	LT	LT	LT	
CBS MORNING NEWS 1																															
	M-F	7.30A	30	CBS	N	96	99	A	3.7	17	310	1319	523	132^	536	96^	174^	222	246	291	661	98^	265	296	435	338	63^	32^	59^	LT	
								B	3.8	19	318	1289	605	143	633	100	231	242	284	358	558	126	236	252	280	288	33	LT	65	30	
CBS MORNING NEWS 2																															
	1 MTUWF	8.30A	30	CBS	N	99	99</																								

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																														
CBS MORNING NEWS 2-THU(8)						136		A	3.2	10	268	2246	964	512	964	218	389	330	362	490	773	306	411	474	373	299	121	54	388	177
1 THU. 8.30A 30 CBS N						76																								
CBS NEWS SPECIAL REPORT(S)						199		A	7.4	27	620	1147	668	123	694	173	269	253	259	389	373	47	134	154	195	219	14	14	66	17
2 MON. 10.56A 18 CBS N						99																								
CBS NFL FTBL PRE-THU(S)						207		A	8.6	22	721	2094	583	360	628	253	404	356	300	201	896	287	534	541	503	286	279	95	291	177
1 THU. 3.30P 30 CBS SC						99																								
CBS NFL FTBL GAME-THU(S)						207		A	20.9	50	1751	2140	524	232	610	252	378	323	272	187	1079	417	680	595	522	319	208	65	243	203
1 THU. 4.00P 190 CBS SE						99																								
4.00 - 4.30								A	19.9	51	1668	2270	583	262	634	316	425	368	245	168	1151	474	729	647	522	341	211	50	274	220
4.30 - 5.00								A	21.5	54	1802	2183	525	261	585	279	390	327	234	162	1133	438	707	607	535	356	228	75	237	198
5.00 - 5.30								A	21.8	53	1827	2168	442	209	544	210	327	282	256	175	1121	430	718	629	544	318	230	72	273	227
5.30 - 6.00								A	20.5	49	1718	2147	509	181	597	245	374	326	268	185	1058	423	683	597	504	307	211	67	281	227
6.00 - 6.30								A	22.0	50	1844	2066	501	210	597	221	356	293	283	192	1053	376	657	578	543	318	193	58	223	202
6.30 - 7.00								A	20.7	46	1735	2065	554	235	660	247	388	327	308	210	1011	390	644	553	500	287	202	65	192	167
7.00 - 7.30								A	17.9	39	1500	1928	642	346	760	261	426	374	372	260	844	274	478	430	474	275	139	56	185	131
CHILDRENS MYSTERY THEATER(S)						133		A	3.5	9	293	2007	662	392	662	238	355	353	283	271	618	201	343	420	335	198	362	31	365	106
1 THU. 2.30P 60 CBS CL						73																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1983 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
														K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.		
WEEKEND DAYTIME CONT'D																													
CBS NFL FOOTBALL G-CONT'D																													
6.30 - 7.00																													
7.00 - 7.30																													
CBS NFL FOOTBALL POST																													
2 SUN. 4.13P 22 CBS SC																													
CHARLIE BROWN&SNOOPY SHOW																													
SAT. 10.30A 30 CBS CA																													
DUNGEONS AND DRAGONS																													
SAT. 9.30A 30 CBS CA																													
FACE THE NATION																													
SUN. 10.30A 30 CBS CC																													
FLINTSTONE FUNNIES																													
SAT. 8.00A 30 NBC CA																													
IN THE NEWS- 8.26AM																													
SAT. 8.26A 3 CBS CN																													
IN THE NEWS- 9.56AM																													
SAT. 9.56A 3 CBS CN																													
IN THE NEWS-10.26AM																													
SAT. 10.26A 3 CBS CN																													
IN THE NEWS-12.56PM(B)																													
1 SAT. 12.56P 3 CBS CN																													
IN THE NEWS-10.56AM																													
SAT. 10.56A 3 CBS CN																													
IN THE NEWS-11.26AM(B)																													
1 SAT. 11.26A 3 CBS CN																													
IN THE NEWS-11.26AM(B)																													
2 SAT. 11.26A 3 CBS CN																													
KENNER FAMILY CLASSICS(S)																													
2 SUN. 5.00P 60 CBS CA																													
5.00 - 5.30																													
5.30 - 6.00																													
LITTLES																													
SAT. 10.30A 30 ABC CA																													
MEET THE PRESS																													
SUN. 12.00N 30 NBC CC																													
MENUDO-8:25AM																													
SAT. 8.25A 4 ABC CN																													
MENUDO-10:25AM																													
SAT. 10.25A 4 ABC CN																													
MR. T																													
SAT. 11.00A 30 NBC CA																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
								AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN	WOMEN		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y				18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
WEEKEND DAYTIME CONT'D																									
MONCHICHIS					12 196 196	A	5.6 25	469	1928	281	69A	281	137A	237A	226A	108A	44V	131A	71A	131A	110A	60V	LT	292	70A
SAT.	9.00A	30	ABC	CA	98 98	B	5.1 23	427	1685	192	83	237	111	168	130	79	62	109	52	91	83	52	16	264	117
NCAA BASKETBALL-NAT'L-SP.(S)					186	A	5.3 15	444	1514	286A	90V	347A	116V	241A	220A	165A	66V	794	384A	532	404A	323A	209A	199A	159A
2 SAT.	2.00P	114	NBC	SE	95																				
2.00 - 2.30						A	4.8 14	402	1192	264A	45V	316A	64V	179A	167A	154A	98V	602	211A	355A	330A	311A	190A	145V	145V
2.30 - 3.00						A	5.0 14	419	1377	246A	79V	303A	110V	219A	193A	141V	52V	709	341A	477A	389A	299A	196A	184A	112V
3.00 - 3.30						A	5.6 15	469	1793	316A	116V	384A	151A	298A	264A	181A	52V	1022	597	746	447A	334A	220A	215A	178A
3.30 - 4.00						A	6.1 16	511	1614	317A	124A	381A	133A	265A	249A	181A	67V	786	341A	499	426A	337A	227A	239A	197A
NCAA FOOTBALL PRE					10 208 203	A	5.8 17	486	1486	473	135A	558	255	371	397	229A	147A	606	221A	292	303	226A	245	125A	47V
1 SAT.	12.00N	29	ABC	SC	99 99	B	4.8 15	402	1396	319	127	370	143	219	196	152	130	635	260	352	314	236	230	133	70
2 SAT.	3.30P	15																							
NCAA FOOTBALL GAME					11 208 204	A	10.9 27	913	1426	383	161	440	110A	217	228	241	179	849	284	457	439	432	303	38A	13V
1 SAT.	12.29P	203	ABC	SE	99 99	B	10.1 27	846	1329	334	141	360	98	183	179	176	150	798	259	422	414	376	305	78	27
2 SAT.	3.45P	196																							
12.30 - 1.00						A	8.0 24	670	1546	451	136A	523	192A	308A	318A	238A	178A	804	301A	445	428	364	283A	76V	25V
1.00 - 1.30						A	10.3 32	863	1523	434	269	463	142A	262A	259A	251A	173A	885	324	493	482	410	297	60V	23V
1.30 - 2.00						A	11.0 33	922	1453	358	211A	408	65A	168A	190A	272	201A	868	291	480	461	418	295	53V	14V
2.00 - 2.30						A	10.3 31	863	1402	375	191A	428	88A	181A	208A	282	199A	778	237A	380	337	389	326	39V	6V
2.30 - 3.00						A	11.2 32	939	1433	385	199A	440	112A	217A	234A	285	177A	836	271	478	417	429	291	53V	13V
3.00 - 3.30						A	9.7 28	813	1212	324	117A	366	59V	116A	156A	236A	196A	777	198A	390	366	454	322	21V	7V
3.30 - 4.00						A	8.0 22	670	1309	399	120A	432	105A	174A	204	231	202	775	225	380	357	428	314	63A	19V
4.00 - 4.30						A	11.2 27	939	1396	398	114A	417	90A	175A	208A	219A	176A	844	280	465	455	432	290	22V	LT
4.30 - 5.00						A	11.7 28	980	1434	390	111A	401	74A	171A	212A	225A	161A	918	303	494	518	475	314	25V	LT
5.00 - 5.30						A	11.5 26	964	1428	374	114A	447	70A	213A	240	266	181A	878	291	466	487	459	298	29V	29V
5.30 - 6.00						A	12.4 26	1039	1418	352	139A	420	99A	218A	224	219A	169A	879	296	449	481	453	312	33V	33V
6.00 - 6.30						A	13.7 26	1148	1389	352	181A	456	139A	274	249	214	154A	847	306	477	460	425	290	LT	LT
6.30 - 7.00						A	13.7 24	1148	1512	405	179A	484	170A	297	248	221	166A	876	325	493	419	443	303	35V	LT
NCAA FOOTBALL POST					6 208	A	5.5 15	461	1364	380A	150A	419A	30V	113V	199A	289A	220A	714	149A	355A	356A	473A	268A	45V	13V
1 SAT.	3.52P	8	ABC	SC	99	B	7.3 19	612	1380	408	177	431	132	211	212	184	180	743	218	383	388	391	280	106	35
NCAA TODAY-CBS					12 201 202	A	4.6 14	385	1249	299A	73V	405	72V	145A	121A	143A	258A	548	236A	304A	247A	209A	202A	145A	73V
1 SAT.	3.30P	12	CBS	SC	99 99	B	4.5 14	377	1471	363	128	410	148	203	184	147	181	678	292	422	345	267	227	135	45
2 SAT.	12.00N	30																							
NCAA FOOTBALL-CBS					12 201 202	A	10.5 27	880	1384	322	88A	381	78A	172	155	177	190	807	277	449	427	396	290	98A	43A
1 SAT.	3.42P	200	CBS	SE	99 99	B	9.6 26	804	1402	356	132	394	97	185	171	182	181	794	250	422	393	380	310	114	51
2 SAT.	12.30P	196																							
12.30 - 1.00						A	6.2 19	520	1206	228A	23V	253A	LT	72V	72V	123A	181A	691	268A	299A	213A	281A	321A	108V	43V
1.00 - 1.30						A	8.3 25	696	1493	384	61V	415	80V	198A	178A	179A	202A	769	295A	378	345	318A	302A	165A	95A
1.30 - 2.00						A	9.2 27	771	1350	324	46V	354	61V	169A	127A	167A	185A	772	243A	352	373	385	325	158A	103A
2.00 - 2.30						A	7.8 23	654	1309	350A	97A	377	94A	204A	168A	178A	173A	756	297A	398	387	323A	284A	176A	120A
2.30 - 3.00						A	7.6 21	637	1279	370	125A	407	109A	210A	170A	162A	197A	718	208A	341A	327A	357A	303A	154A	100A
3.00 - 3.30						A	8.1 22	679	1362	326A	130A	363	112A	201A	177A	123A	162A	727	156A	355	365	409	305V	128A	75V
3.30 - 4.00						A	7.5 20	629	1339	289	93A	364	122A	167A	123A	110A	189	729	207	393	367	381	235	86A	38V
4.00 - 4.30						A	10.9 29	913	1417	259	68A	378	121A	166A	94A	144A	197A	858	319	526	439	428	287	60V	16V
4.30 - 5.00						A	11.8 30	989	1345	236	56V	295	68A	127A	97A	125A	151A	895	347	566	473	443	279	55V	19V
5.00 - 5.30						A	12.9 31	1081	1321	239	57A	298	38V	115A	125A	151A	156A	850	316	504	462	407	300	68A	18V
5.30 - 6.00						A	13.6 30	1140	1341	286	69A	348	40V	148A	159A	187A	171A	829	305	504	489	401	274	72A	7V
6.00 - 6.30						A	16.2 33	1358	1430	352	114A	425	54V	179	189	234	209	828	275	471	486	406	280	70A	9V
6.30 - 7.00						A	16.6 32	1391	1540	461	160A	528	118A	257	237	277	236	829	273	473	490	429	276	96A	27V

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)				
												TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKEND DAYTIME CONT'D																												
NCAA TODAY POST-CBS						6	202	A	5.5	14	461	1293	307^126v	322^102v	141^141^	93^181^	617	85v	256^295^	356^291^	64v	21v	290^	187^				
2 SAT. 3.46P 14 CBS SC							99	B	6.3	17	528	1541	394 150	423 143	240 232	197 148	779	263	474 416	376 274	162	98	177	120				
NFL '83-NBC						12	208 199	A	5.6	13	469	1518	350 152^	500 184^	331 294	243^148^	804	376	557 348	307 232^	105^	14v	109^	97^				
1 SUN. 3.30P 30 NBC SC						99	93	B	5.2	15	436	1425	345 162	380 125	206 198	187 147	762	280	531 456	371 204	148	45	135	88				
2 SUN. 12.30P 30																												
NFL FOOTBALL GAME 1-NBC						10	211 203	A	12.4	26	1039	1556	410 143	445 169	255 244	207 159	891	322	543 522	443 270	80^	29^	140	43^				
1 SUN. 4.00P 202 NBC SE						99	86	B	12.2	29	1022	1419	383 153	416 147	247 230	196 138	838	302	506 484	407 257	93	29	72	39				
2 SUN. 1.00P 181																												
1.00 - 1.30								A	9.1	22	763	1598	449 180^	531 243^	371 336	224^123^	843	248^	520 427	470 275^	62v	42v	162^	44v				
1.30 - 2.00								A	11.1	25	930	1738	460 189^	519 280	363 330	163^135^	968	381	619 602	431 283	55v	46v	196^	67^				
2.00 - 2.30								A	11.8	26	989	1720	449 136^	497 265	332 313	158^145^	884	350	559 534	396 258	75^	18v	264	73^				
2.30 - 3.00								A	12.6	28	1056	1671	433 103^	485 246	304 281	140^162^	850	279	496 488	421 277	89^	42v	247	51v				
3.00 - 3.30								A	13.1	28	1098	1726	449 111^	516 264	331 295	159^160^	852	278	483 496	434 284	139^	47v	219	44v				
3.30 - 4.00								A	13.1	27	1098	1737	412 113^	480 226	304 283	167^148^	844	254	469 495	449 300	158^	68^	255	64^				
4.00 - 4.30								A	11.0	24	922	1594	489 157^	489 179^	269 299	250^180^	982	407	670 591	478 260	50v	18v	73^	30v				
4.30 - 5.00								A	12.6	28	1056	1480	359 133^	370 85^	185^186^	233 157^	991	382	654 604	496 251	45v	15v	74^	19v				
5.00 - 5.30								A	14.2	30	1190	1400	351 130^	361 84^	191^190^	237 140^	910	339	573 560	469 253	44v	17v	85^	36v				
5.30 - 6.00								A	13.5	27	1131	1335	322 152^	322 48v	137^146^	228 149^	887	355	544 499	438 260	58^	10v	68^	45v				
6.00 - 6.30								A	13.8	27	1156	1401	377 136^	377 75^	180^175^	245 165^	890	355	520 495	409 266	70^	10v	64^	35v				
6.30 - 7.00								A	13.0	24	1089	1364	386 146^	404 102^	175^182^	232 169^	830	300	481 476	413 257	85^	14v	45v	24v				
7.00 - 7.30								A	10.3	19	863	1417	487 214^	528 167^	235^217^	223^242^	741	234^	398 447	374 255^	107^	36v	41v	21v				
7.30 - 8.00																												
NFL FOOTBALL GAME 2-NBC						5	207	A	16.0	29	1341	1528	389 129^	442 162^	260 252	217 132^	894	344	538 449	402 297	69^	34v	123^	58^				
2 SUN. 4.00P 183 NBC SE							96	B	14.6	28	1223	1564	433 187	471 147	272 266	236 160	898	347	558 497	424 265	105	46	90	50				
4.00 - 4.30								A	10.9	21	913	1503	373 122^	424 149^	231^255	210^134^	857	308	493 439	395 305	44v	17v	178^	93^				
4.30 - 5.00								A	16.1	31	1349	1506	356 121^	404 121^	221 242	221 133^	922	338	532 465	424 321	66^	29v	114^	49^				
5.00 - 5.30								A	17.4	33	1458	1565	407 138^	454 160	257 252	217 147^	909	320	524 446	431 313	65^	30v	137^	59^				
5.30 - 6.00								A	17.0	31	1425	1454	391 120^	433 165	245 237	198 135^	894	323	534 449	413 301	40v	27v	87^	31v				
6.00 - 6.30								A	17.3	29	1450	1529	378 139^	439 182	283 262	203 116^	911	389	581 461	386 278	65^	34v	114^	62^				
6.30 - 7.00								A	17.4	29	1458	1588	402 127^	464 178	288 257	235 121^	872	372	550 435	371 270	124^	62^	128^	65^				
NFL FOOTBALL POST 2 NBC						4	207	A	11.1	18	930	1772	522 149^	663 283	448 355	328 151^	813	361	549 423	360 241^	135^	84^	161^	99^				
2 SUN. 7.03P 13 NBC SC							96	B	10.3	17	863	1769	501 234	591 213	383 334	299 168	837	365	556 465	366 230	170	69	171	106				
NFL FOOTBALL POST NBC(B)						89		A	6.0	12	503	1509	478 239^	513 235^	354^326^	219^140^	851	289^	522 571	447^199^	96v	55v	49v	18v				
1 SUN. 4.10P 10 NBC SC							55																					
ONE TO GROW ON-8:28AM						1	193	A	4.1	25	344	2233	380^ LT	380^130v	306^380^	250^ LT	279^250^	279^279^	29v LT	407^179^	1167	763						
2 SAT. 8.28A 2 NBC CN							96	B	4.1	25	344	2233	380 LT	380 130	306 380	250 LT	279 250	279 279	29 LT	407 179	1167	763						
ONE TO GROW ON-8:58AM						12	203 203	A	4.6	22	385	1860	431 148^	459 177^	340 293^	255^ 80^	190^134^	151^151^	36v 39v	246^179^	965	500						
SAT. 8.58A 2 NBC CN						98	98	B	4.5	22	377	1667	282 125	303 175	235 180	106 45	164 115	130 103	34 34	209 136	991	540						
ONE TO GROW ON-10:28AM						12	206 210	A	9.1	31	763	2109	328 145^	364 225	301 230	114^ 31v	198 129^	162 131^	57^ 21v	480 214	1067	639						
SAT. 10.28A 2 NBC CN						99	99	B	8.8	32	737	1874	304 141	341 180	277 210	131 45	206 138	172 131	53 23	359 158	968	564						
ONE TO GROW ON-10:58AM						12	194 195	A	7.7	25	645	1929	239 110^	276 199	234 181^	66^ 19v	230 151^	188 131^	56^ 27v	324 141^	1099	671						
SAT. 10.58A 2 NBC CN						94	92	B	7.8	27	654	1822	272 128	315 173	251 188	105 51	208 126	164 130	58 31	336 154	963	557						
ONE TO GROW ON-12:28PM						1	147	A	7.2	23	603	1794	202^ 63v	226^ 53v	147^ 94v	94v 79v	240^120^	240^174^	120^ LT	539 236^	789	455						
2 SAT. 12.28P 2 NBC CN							74	B	7.2	23	603	1794	202 63	226 53	147 94	94 79	240 120	240 174	120 LT	539 236	789	455						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																		
PAC-MAN SAT. 9.30A 30 ABC CA 12 200 200												A	5.5	21	461	2011	344	87	344	149	296	282	147	48	269	40	199	197	199	60	248	87	1150	711
SAT. 9.30A 30 ABC CA 99 99												B	5.6	22	469	1708	212	77	236	120	183	152	82	45	142	53	114	110	78	22	224	137	1106	698
PLASTICMAN SAT. 10.00A 30 CBS CA 6 191 166												A	4.1	14	344	1590	180	55	232	105	105	87	38	127	329	227	259	166	70	70	230	72	799	524
SAT. 10.00A 30 CBS CA 95 82												B	4.6	16	385	1733	299	118	364	201	248	137	99	107	217	135	168	110	54	49	241	61	911	533
PUPPY-FURTHER ADVENTURES SAT. 11.00A 30 ABC CA 12 182 185												A	6.2	20	520	1629	256	52	350	210	267	158	72	68	316	197	241	152	80	58	157	157	806	535
SAT. 11.00A 30 ABC CA 89 93												B	5.8	20	486	1692	270	135	329	200	266	168	93	51	253	159	213	138	74	33	232	166	878	534
RASCALS/RICHIE RICH SAT. 8.30A 30 ABC CA 12 185 189												A	4.3	20	360	1953	282	125	305	102	211	234	175	51	264	59	225	194	183	39	289	14	1095	660
SAT. 8.30A 30 ABC CA 94 97												B	4.0	19	335	1832	271	132	293	126	207	170	128	70	249	111	210	170	121	35	263	107	1027	641
RUBIK, THE AMAZING CUBE SAT. 10.00A 30 ABC CA 12 200 200												A	6.6	24	553	1924	273	86	273	139	214	198	102	50	247	87	177	125	142	70	235	87	1169	756
SAT. 10.00A 30 ABC CA 99 99												B	6.7	25	561	1773	210	92	236	140	190	142	73	39	158	82	131	91	69	25	300	153	1079	705
SATURDAY SUPERCAR SAT. 8.30A 60 CBS CA 12 188 188												A	5.1	24	427	1838	194	85	265	135	188	153	64	77	223	70	120	121	96	83	191	35	1159	784
SAT. 8.30A 60 CBS CA 95 95												B	5.7	27	478	1838	220	80	242	106	160	120	87	73	206	106	163	134	74	39	279	89	1111	760
8.30 - 9.00												A	4.6	24	385	1883	182	83	273	138	217	179	79	56	184	41	83	115	91	69	189	38	1237	839
9.00 - 9.30												A	5.6	24	469	1783	198	82	253	134	160	125	46	93	246	93	146	127	98	85	193	31	1091	734
SCHOOLHOUSE ROCK-11:55AM SAT. 11.55A 4 ABC CN 12 182 185												A	5.7	18	478	1485	168	34	211	119	164	112	60	32	302	170	233	106	80	69	58	58	914	632
SAT. 11.55A 4 ABC CN 89 92												B	5.6	19	469	1704	299	150	356	208	284	174	105	56	254	150	203	121	75	45	219	142	875	519
SCOOBY & SCRAPPY DOO SHOW SAT. 11.30A 30 ABC CA 12 182 185												A	6.4	20	536	1448	183	32	238	141	188	116	66	31	283	138	215	118	94	68	69	69	858	586
SAT. 11.30A 30 ABC CA 89 92												B	6.2	21	520	1710	294	146	351	214	286	166	99	51	244	143	200	123	75	39	233	149	882	524
SHIRI TAILS SAT. 8.30A 30 NBC CA 12 203 204												A	4.1	22	360	1881	405	122	411	141	110	90	208	71	201	141	158	158	34	41	207	145	962	514
SAT. 8.30A 30 NBC CA 98 98												B	4.1	21	344	1635	250	101	275	144	208	171	108	46	160	109	124	91	31	36	211	141	977	559
SKINS GAME SAT.(S) 1 SAT. 4.00P 120 NBC SE 164 87												A	4.4	11	369	1480	532	257	607	171	187	225	276	368	811	155	429	509	412	290	LT	LT	54	54
4.00 - 4.30												A	3.9	10	327	1495	621	204	666	168	168	291	342	375	829	214	426	560	346	269	LT	LT	LT	LT
4.30 - 5.00												A	3.9	10	327	1575	507	275	577	158	158	210	266	367	841	178	386	481	389	332	LT	LT	157	157
5.00 - 5.30												A	4.7	11	394	1503	495	287	576	188	188	212	253	364	847	124	475	550	510	297	26	LT	54	54
5.30 - 6.00												A	5.2	12	436	1330	502	245	596	160	213	190	250	363	706	112	403	440	372	254	LT	LT	21	21
SKINS GAME-SUN.(S) 1 SUN. 1.30P 110 NBC SE 172 90												A	5.6	12	469	1435	558	226	575	163	217	254	253	304	768	245	328	343	339	315	37	15	55	11
1.30 - 2.00												A	4.5	10	377	1472	606	281	617	256	291	307	181	273	707	231	303	341	340	274	106	67	42	14
2.00 - 2.30												A	5.4	12	453	1413	565	245	583	197	245	271	247	287	760	191	294	313	370	342	LT	LT	62	LT
2.30 - 3.00												A	6.5	14	545	1393	494	179	516	95	147	198	261	318	803	282	363	351	329	325	19	LT	55	LT
3.00 - 3.30												A	6.4	13	536	1530	650	226	665	132	198	258	279	407	785	306	389	391	308	274	19	LT	61	13
SMURFS I SAT. 9.00A 30 NBC CA 12 210 210												A	6.0	25	503	1942	287	176	322	184	254	210	132	37	212	146	159	138	43	33	424	267	984	524
SAT. 9.00A 30 NBC CA 99 99												B	5.9	25	494	1812	257	110	294	180	229	159	92	40	212	143	179	136	56	22	308	174	998	536
SMURFS II SAT. 9.30A 30 NBC CA 12 210 210												A	8.2	31	687	1946	292	166	325	220	280	202	95	22	191	141	166	130	40	10	397	211	1033	558
SAT. 9.30A 30 NBC CA 99 99												B	7.8	30	654	1876	282	126	328	195	264	186	111	39	214	135	180	150	66	19	316	162	1018	559
SMURFS III SAT. 10.00A 30 NBC CA 12 206 210												A	9.1	32	763	2050	328	159	371	237	313	238	113	25	193	127	160	137	54	17	476	214	1010	534
SAT. 10.00A 30 NBC CA 99 99												B	8.6	31	721	1902	306	144	346	189	284	210	129	41	209	143	177	139	55	21	364	160	983	566
SPIDERMAN/HULK 1 SAT. 11.30A 30 NBC CA 12 163 146												A	6.3	20	528	1977	241	130	243	148	200	172	79	37	206	113	170	144	79	24	449	204	1079	573
SAT. 11.30A 30 NBC CA 86 74												B	5.9	20	494	1807	282	148	302	174	231	165	104	56	231	141	177	148	71	39	394	154	880	475
SPIDERMAN/HULK 2 SAT. 12.00N 30 NBC CA 12 161 147												A	6.9	21	578	2010	233	109	263	142	197	133	83	60	306	199	278	229	99	18	493	218	948	516
SAT. 12.00N 30 NBC CA 86 74												B	6.1	20	511	1832	324	162	352	189	260	187	126	79	254	159	190	150	71	42	367	145	859	490

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)													AUDIENCE COMPOSITION																						
PROGRAM NAME WK # DAY START TIME DUR NET TYPE						T/C THIS SEASON WK 1 WK 2		NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2		HOUSEHOLD AUDIENCES K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
												AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
																		18-34 18-49 25-54 35-64 55+					18-34 18-49 25-54 35-64 55+					TOTAL FEM.		TOTAL 6-11					
WEEKEND DAYTIME CONT'D													A	3.4	8	285	1646	599^	LT	599^322^	322^392^	190^158^	640^110^	133^274^	406^306^	355^218^	52^	LT							
SPORTSBEAT 2 SAT. 3.00P 30 ABC SC													B	2.6	7	218	1584	598	180	668	329	442	313	209	194	651	214	325	332	309	225	202	140	63	LT
SPORTSWORLD-SAT. 1 SAT. 2.30P 90 NBC SA													A	4.8	12	402	1794	425	107^	470	187^	280^321	208^134^	867	438	594	461	284^217^	149^	72^	308	208^			
2 SAT. 4.00P 90													B	4.8	12	402	1446	383	126	431	148	236	230	207	157	715	343	483	407	262	193	107	42	193	104
2.30 - 3.00													A	3.6	10	302	2056	730^	103^	730^297^	486^527^	378^170^	979	461^	707^496^	353^228^	101^	LT	246^	193^					
3.00 - 3.30													A	4.7	14	394	1640	471^	94^	471^233^	233^307^	181^164^	842	371^	591	519^	320^200^	85^	LT	242^	180^				
3.30 - 4.00													A	6.3	18	528	1678	448	70^	448	180^	215^282^	209^166^	750	352^	513	437^	242^186^	197^	76^	283^	209^			
4.00 - 4.30													A	3.7	9	310	1661	268^	104^	352^126^	219^267^	141^	85^	826	455^	510^404^	196^261^	183^135^	300^	194^					
4.30 - 5.00													A	4.6	11	385	1831	279^	89^	346^	95^	223^260^	165^	86^	951	584^	692	421^	260^209^	154^114^	380^	239^			
5.00 - 5.30													A	5.8	13	486	1852	392^	169^	480	189^	334^316^	193^117^	858	422^	563	467^	313^226^	139^	89^	375^	211^			
SUNDAY MORNING 9.00A 90 CBS N													A	5.0	21	419	1217	437	178^	440	50^	104^124^	197^316	578	127^	313	351	353	227^	75^	58^	124^	66^		
9.30 - 10.00													B	4.8	20	402	1280	554	247	576	106	221	239	279	323	554	148	283	312	292	219	48	30	102	61
10.00 - 10.30													A	3.9	19	327	1321	437	177^	437	27^	79^	97^	199^340^	670	190^	419	432	373	238^	55^	55^	159^	83^	
THIS WEEK-DAVID BRINKLEY 11.30A 60 ABC N													A	5.3	22	444	1239	437	196^	437	32^	99^120^	213^317	600	155^	334	372	346	228^	65^	65^	137^	52^		
12.00 - 12.30													A	5.8	21	486	1123	447	163^	447	85^	132^149^	179^298	495	62^	225^277	343	218^	96^	53^	85^	68^			
THUNDARR 12 127 142													A	4.1	12	344	1477	628	247^	686	43^	229^299^	367	387	499	95^	276^288^	285^177^	53^	LT	239^	224^			
													B	3.7	11	310	1418	579	204	627	119	232	247	262	348	590	177	284	289	257	231	61	22	140	130
													A	4.1	12	344	1419	614	271^	666	52^	239^297^	367	369	518	102^	307^305^	305^175^	34^	LT	201^	174^			
													A	4.1	12	344	1512	640	213^	698	32^	215^297^	363	401	478	91^	245^264^	255^182^	66^	LT	270^	270^			
													A	5.6	17	469	1727	258	94^	319	159^	193^	93^	62^117^	266	142^	213^170^	110^	41^	367	194^	775	385		

SAT.	12.30P	30	NBC	CA		75	80	B	5.2	16	436	1673	308 122	341 194	241 174	100 87	238 139	177 132	67 54	312 158	782 429	
USA-WRLD-AMATEUR BOXING(S)						188		A	4.2	11	352	1628	430^160^	467^166^	205^153^	206^166^	912 393^	603^552^	449^226^	129^ 22^	120^ 63^	
1 SAT.	4.00P	60	ABC	SE		96		A	4.0	11	335	1606	458^167^	485^106^	155^212^	281^167^	845 349^	532^485^	441^230^	145^ 21^	131^ 61^	
	4.00 - 4.30							A	4.4	11	369	1623	395^146^	438^214^	243^ 98^	135^159^	964 426^	661 607^	452^224^	114^ 22^	107^ 66^	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 21, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,610 23.4				31,010 37.0							
	ABC TV						THAT'S INCREDIBLE (SD)						NFL MONDAY NIGHT FOOTBALL NEW YORK JETS VS. NEW ORLEANS (9:00-12:00AM) (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)						15,000 17.9	18.9*		18.9*	14,670 17.5	18.2*		18.6*		19.3*		17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 16.1	25 *	19.0	28 *	29 18.2	26 *	18.5	27 *	19.9	29 *	17.6	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,270 21.8				18,440 22.0		17,100 20.4		15,080 18.0			
	CBS TV						CLASSIC CREATURES RETURN OF THE JEDI (SD)					AFTERMASH		NEWHART		EMERALD POINT, N.A.S.		
	AVERAGE AUDIENCE (Households (000) & %)						13,320 15.9	16.0*		15.8*	16,340 19.5		15,590 18.6		11,480 13.7		14.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 16.2	24 *	15.3	23 *	27 18.8	20.2	27 18.4	18.8	22 14.4	22 *	13.5	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,590 19.8				27,570 32.9							
	NBC TV						BOONE (SD)					NBC MONDAY NIGHT MOVIES KENNEDY, PART 2						
	AVERAGE AUDIENCE (Households (000) & %)						11,900 14.2	13.4*		15.1*	18,690 22.3	20.3*		22.7*		23.5*		22.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 13.2	20 *	14.8	22 *	34 19.5	29 *	22.6	33 *	23.4	36 *	23.3	38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,740 20.0				27,170 32.6							
	ABC TV						THAT'S INCREDIBLE (SD)						NFL MONDAY NIGHT FOOTBALL CINCINNATI VS. MIAMI (9:00-12:00AM) (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)						12,400 14.8	14.1*		15.5*	11,830 14.5	17.2*		18.4*		17.9*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 14.0	20 *	15.7	25 *	25 16.6	24 *	18.4	25 *	18.1	25 *	16.2	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,110 22.8				17,430 18.7							
	CBS TV						SCARECROW & MRS. KING (SD)					KENNY ROGERS--THE GAMBLER THE ADVENTURE CONTINUES						
	AVERAGE AUDIENCE (Households (000) & %)						14,750 17.6	16.9*		18.4*	14,720 17.5	28.7*		29.6*		30.1*		29.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 16.7	23 *	17.8	25 *	42 27.9	39 *	29.5	41 *	30.3	43 *	30.2	45 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						26,480 31.6				23,380 27.9							
	NBC TV						GREATEST PRACTICAL JOKES (SD)					NBC MONDAY NIGHT MOVIES GIRLS OF THE WHITE ORCHID (SD)						
	AVERAGE AUDIENCE (Households (000) & %)						21,120 25.2	25.4*		25.0*	14,920 17.8	17.9*		17.4*		18.0*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 24.9	35 *	25.3	34 *	25 18.5	24 *	17.4	24 *	17.9	26 *	18.5	27 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.5	64.3	65.6	66.6	66.6	68.1	69.0	70.3	71.1	71.4	70.1	69.0	66.1	62.9	60.7	59.0
		WK. 2	64.1	66.5	68.5	70.2	71.8	73.2	74.0	73.8	73.3	73.6	73.1	72.0	70.4	69.1	67.6	65.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE. MON. NOV. 28, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.22, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
		SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{		
		AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	60.3	61.5	62.3	63.7	63.9	65.2	65.9	67.6	67.9	68.5	67.6	66.4	63.7	62.7	62.0	60.4
			WK. 2	63.8	65.8	66.4	68.2	68.8	68.9	69.4	70.2	69.7	69.3	68.9	68.0	64.5	63.3	62.7	60.5

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.TUE. NOV.29, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.23, 1983

NATIONAL TV AUDIENCE ESTIMATES																									
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45							
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,110 22.8				21,450 25.6				19,780 23.6										
		FALL GUY																	DYNASTY (SD)			HOTEL			
		AVERAGE AUDIENCE (Households (000) & %)					14,410 17.2	16.2*		18.2*	21.3	20.9*		21.8*	16,680 19.9	19.9*		19.9*							
		SHARE OF AUDIENCE (Households (000) & %)					27	26 *		29 *	33	32 *		34 *	33	32 *		34 *							
AVG. AUD. BY 1/4 HR.						15.8	16.5	17.4	19.0	20.4	21.3	21.9	21.7	20.1	19.6	20.0	19.8								
E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,740 15.2				21,370 25.5														
		WHIZ KIDS (SD)																	CBS WEDNESDAY NIGHT MOVIE TARZAN, THE APE MAN						
		AVERAGE AUDIENCE (Households (000) & %)					9,300 11.1	10.8*		11.3*	14.5	13.0*		13.0*		15.7*		16.1*							
		SHARE OF AUDIENCE (Households (000) & %)					18	17 *		18 *	23	20 *		20 *		26 *		27 *							
AVG. AUD. BY 1/4 HR.						11.0	10.7	10.9	11.7	13.1	13.0	12.7	13.4	15.4	16.1	16.4	15.8								
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					25,390 30.3								12,490 14.9										
		PROF HOPE GOES TO COLLEGE (SD)																	ST. ELSEWHERE						
		AVERAGE AUDIENCE (Households (000) & %)					13,490 16.1	16.6*		16.6*		15.9*		15.3*	9,800 11.7	11.8*		11.7*							
		SHARE OF AUDIENCE (Households (000) & %)					25	27 *		26 *		24 *		24 *	19	19 *		20 *							
AVG. AUD. BY 1/4 HR.						16.2	17.0	16.4	16.9	16.2	15.6	15.4	15.1	11.8	11.7	11.7	11.7								
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					21,620 25.8				24,300 29.0				21,540 25.7										
		FALL GUY																	DYNASTY (SD)			HOTEL			
		AVERAGE AUDIENCE (Households (000) & %)					17,180 20.5	19.0*		22.1*	24.4	23.6*		25.1*	18,690 22.3	22.1*		22.4*							
		SHARE OF AUDIENCE (Households (000) & %)					31	30 *		33 *	36	35 *		38 *	37	35 *		38 *							
AVG. AUD. BY 1/4 HR.						18.2	19.8	21.5	22.7	23.4	23.9	25.1	25.1	21.9	22.3	22.8	22.1								
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,410 16.0				17,260 20.6														
		WHIZ KIDS (SD)																	CBS WEDNESDAY NIGHT MOVIE AN UNCOMMON LOVE						
		AVERAGE AUDIENCE (Households (000) & %)					10,390 12.4	12.4*		12.5*	11,310 13.5	12.5*		13.7*		14.0*		13.8*							
		SHARE OF AUDIENCE (Households (000) & %)					19	19 *		19 *	21	19 *		21 *		22 *		23 *							
AVG. AUD. BY 1/4 HR.						12.4	12.3	12.4	12.7	12.1	12.8	13.6	13.8	14.1	13.9	14.0	13.7								
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,930 21.4				16,260 19.4		15,000 17.9		12,910 15.4										
		REAL PEOPLE (SD)																	FACTS OF LIFE		FAMILY TIES (SD)		ST. ELSEWHERE		
		AVERAGE AUDIENCE (Households (000) & %)					13,830 16.5	16.1*		17.0*	14,500 17.3		13,490 16.1		10,310 12.3	12.8*		11.9*							
		SHARE OF AUDIENCE (Households (000) & %)					25	25 *		26 *	26		24		20	21 *		20 *							
AVG. AUD. BY 1/4 HR.						15.4	16.7	16.9	17.2	16.8	17.9	16.0	16.3	13.2	12.4	12.0	11.7								
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	58.0	59.4	59.3	60.6	61.4	62.5	63.2	64.2	65.2	65.7	65.0	64.4	62.3	60.5	59.3	58.3						
			WK. 2	60.5	61.4	61.9	62.9	63.4	64.7	65.7	67.0	67.2	67.7	67.0	66.3	62.8	61.8	60.3	58.7						

U.S. TV Households 83,800,000

For explanation of symbols, See page A.

EVE.WED. NOV.30, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.24, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
K	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
K	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.THU. DEC.1, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.25, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,170 18.1		14,920 17.8		12,820 15.3				15,750 18.8			
	ABC TV						BENSON		WEBSTER				LOTTERY (SD)				MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)						13,410 16.0		12,990 15.5		10,310 12.3				11,650 13.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 15.8		25 16.2		20 15.4		20 * 12.4		24 12.5		21 * 13.1	26 * 14.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,110 22.8				24,550 29.3				20,870 24.9			
	CBS TV								DUKES OF HAZZARD (SD)				DALLAS				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)						15,670 18.7		17.4* 17.4		19.9* 25.3		24.7* 24.7		25.9* 21.1		21.0* 21.0	21.3* 21.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						31 16.7		29 * 18.2		33 * 20.2		40 * 25.5		41 * 25.7		35 * 20.8	37 * 21.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						8,630 10.3		8,800 10.5		24,470 29.2							
	NBC TV						MR. SMITH		JENNIFER SLEPT HERE (SD)						CHAMPIONSHIP BOXING			
	AVERAGE AUDIENCE (Households (000) & %)						7,210 8.6		7,960 9.5		14,670 17.5							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						15 8.3		16 8.3		28 16.0		27 * 17.0		30 * 19.5		35 * 20.9	22 * 14.6
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						17,260 20.8		18,750 18.8		12,740 15.2				13,490 16.1			
	ABC TV						BENSON		WEBSTER				LOTTERY (SD)				MATT HOUSTON	
	AVERAGE AUDIENCE (Households (000) & %)						15,000 17.9		14,500 17.3		10,560 12.6				10,730 12.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 17.2		28 18.6		20 17.4		20 * 12.8		21 11.8		20 * 12.7	22 * 13.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						19,270 23.0				25,560 30.5				22,710 27.1			
	CBS TV								DUKES OF HAZZARD (SD)				DALLAS				FALCON CREST	
	AVERAGE AUDIENCE (Households (000) & %)						15,000 17.9		17.2* 17.2		22,290 26.6				19,270 23.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 17.0		29 * 17.3		42 25.5		42 * 26.7		42 * 27.1		38 * 23.5	38 * 23.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						8,380 10.0		8,720 10.4		12,820 15.3							
	NBC TV						MR. SMITH		JENNIFER SLEPT HERE (SD)						MOVIE OF THE WEEK-FRIDAY LOOKER (SD)			
	AVERAGE AUDIENCE (Households (000) & %)						8,960 8.3		7,460 8.9		8,960 8.3							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14 8.6		14 8.1		13 8.7		7.5* 7.5		8.0* 8.2		8.8* 8.6	9.0* 9.0
TV HOUSEHOLDS USING TV		WK. 1	56.3	57.4	57.3	58.0	58.9	59.4	60.1	61.8	62.0	62.9	62.7	63.1	61.3	59.7	58.0	57.0
(See Def. 1)		WK. 2	56.3	57.0	57.9	58.8	59.5	60.3	60.9	62.1	62.0	63.4	64.4	64.3	61.5	61.2	61.2	60.8

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

EVE.FRI. DEC.2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.26, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,100 21.6				19,270 23.0				16,340 19.5				
	ABC TV								T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND		
	AVERAGE AUDIENCE (Households (000) & %)						14,330 17.1	15.9*		18.3*	16,420 19.6	19.0*		20.2*	13,410 16.0	15.9*		16.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 15.3	26* 16.5	18.0	29* 18.5	31 18.3	30* 19.6	20.4	32* 20.0	27 15.8	27* 16.1	16.2	28* 16.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,920 17.8		23,460 28.0										
	CBS TV								HERE COMES GARFIELD (R)						CBS SAT. NIGHT MOVIE ANY WHICH MAY YOU CAN(R) (SD)				
	AVERAGE AUDIENCE (Households (000) & %)						12,740 15.2		13,660 16.3	12.4*		15.9*		16.9*		18.2*		18.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 15.3	26* 15.1	27 12.3	20* 12.5	25* 15.4	25* 16.3	16.8	27* 17.0	17.0	30* 18.2	18.1	32* 18.9	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						12,990 15.5		14,160 16.9		13,240 15.8				10,140 12.1				
	NBC TV								DIFF'RENT STROKES-SAT.	SILVER SPOONS (SD)					IT'S THE REAL THING (SD)			YELLOW ROSE	
	AVERAGE AUDIENCE (Households (000) & %)						11,400 13.6		12,490 14.9		9,130 10.9	11.3*		10.5*	7,710 9.2	9.1*		9.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 12.7	24 14.5	24 14.8	15.1	17 12.0	18* 10.7	10.5	17* 10.4	16 9.0	15* 9.1	9.2	16* 9.3	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)						16,340 19.5				19,190 22.9				15,080 18.0				
	ABC TV								T.J. HOOKER (SD)				LOVE BOAT (SD)				FANTASY ISLAND		
	AVERAGE AUDIENCE (Households (000) & %)						13,070 15.6	14.6*		16.5*	16,010 19.1	19.1*		19.2*	12,150 14.5	14.8*		14.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 14.2	23* 14.9	26* 16.6	26* 16.5	30 18.8	30* 19.3	19.5	30* 19.0	24 14.7	24* 14.8	14.7	24* 13.8	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						18,600 22.2				22,880 27.3								
	CBS TV								RUDOLPH-RED-NOSE-REINDEER (R)(SD)							CBS SAT. NIGHT MOVIE QUARTERBACK PRINCESS			
	AVERAGE AUDIENCE (Households (000) & %)						14,410 17.2	16.9*		17.5*	16,010 19.1	16.2*		18.4*		20.5*		21.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 16.3	27* 17.6	27* 17.4	27* 17.7	31 15.6	26* 16.7	17.9	29* 18.9	33* 20.5	33* 20.5	21.1	36* 21.4	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						13,580 16.2		12,650 15.1		11,150 13.3				10,640 12.7				
	NBC TV								DIFF'RENT STROKES-SAT.	SILVER SPOONS (SD)					MANIMAL			BIG JOHN	
	AVERAGE AUDIENCE (Households (000) & %)						11,900 14.2		11,150 13.3		8,300 9.9	10.0*		9.8*	8,210 9.8	9.7*		9.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 13.8	21 14.6	21 13.0	21 13.6	15 10.1	16* 9.8	9.7	15* 9.8	16 9.6	16* 9.8	10.0	17* 9.9	
TV HOUSEHOLDS USING TV (See Def 1)			WK 1	55.4	56.2	57.8	59.1	60.3	62.3	62.5	62.9	62.6	62.2	62.5	62.0	59.8	59.9	58.4	55.9
			WK 2	59.0	60.1	60.7	61.8	62.1	63.4	63.6	64.1	63.3	63.6	64.6	64.2	62.3	61.4	60.2	58.9

U.S. TV Households 83,800,000

(1) NCAA FOOTBALL GAME, ALABAMA VS AUBURN, ABC, (3:45-7:01PM)

For explanation of symbols, See page A.

EVE.SAT. DEC.3, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,360
(Households (000) & %) { 6.4

ABC TVABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,940
(Households (000) & %) { 5.9
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.9

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

I

TOTAL AUDIENCE { 10,480
(Households (000) & %) { 12.5

NBC TV

———— SATURDAY NIGHT ————
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

AVERAGE AUDIENCE { 5,950
(Households (000) & %) { 7.1
SHARE OF AUDIENCE % 20
AVG. AUD. BY ¼ HR. % 7.8

7.1	7.8*	7.0*	6.2*
20	19*	20*	21*
7.8	7.7	6.2	6.0

TOTAL AUDIENCE { 4,690
(Households (000) & %) { 5.6

ABC TVABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 4,530
(Households (000) & %) { 5.4
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 5.4

W

TOTAL AUDIENCE {
(Households (000) & %) {

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 11,140
(Households (000) & %) { 13.4

NBC TV

———— SATURDAY NIGHT ————
(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 6,790
(Households (000) & %) { 8.1
SHARE OF AUDIENCE % 22
AVG. AUD. BY ¼ HR. % 9.2

8.1	9.0*	8.0*	6.8*
22	22*	23*	22*
9.2	8.8	7.7	6.5

TV HOUSEHOLDS USING TV	WK. 1	51.9	47.9	41.7	38.9	35.8	33.2	30.6	27.8	25.0	23.3	20.0	18.3	16.7	14.8	13.4	11.7
(See Def. 1)	WK. 2	54.3	49.3	43.3	39.5	36.2	34.0	31.4	29.4	26.6	24.1	21.4	19.6	17.6	15.1	12.5	10.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	18,100 21.6				18,940 22.6				28,830 34.4							
	<div> <div>RIPLEY'S BELIEVE IT-NOT</div> <div>HARDCASTLE & MCCORMICK</div> <div>ABC SUNDAY NIGHT MOVIE STRISES (9:00-11:05PM) (SD)</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{	12,230 14.6	12.7*		16.5*	17.4	16.6*		18.1*	24.0	22.3*		24.4*		24.5*		24.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	22 12.0	20* 13.5		25* 16.3	25 16.6	24* 16.4		26* 17.9	36 21.5	32* 23.0		35* 24.2		36* 24.6		39* 24.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		30,590 36.5					23,300 27.8								17,770 21.2	
	<div> <div>(1) (-OP)</div> <div>60 MINUTES (7:35-8:35PM) (OP)(-OP)</div> <div>CBS SPECIAL MOVIE PRSNT. MEMORIAL DAY (8:35-10:35PM) (SD)(-OP)(-OP)</div> <div>TRAPPER JOHN, M.D. (10:35-11:35PM) (OP)</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{		22,290 26.6					13,830 16.5					16.1*		16.9*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		34* 22.2					41* 27.9					23* 16.2		25* 16.9		23* 14.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,610 5.5		6,540 7.8		20,450 24.4				24,220 28.9							
	<div> <div>FIRST CAMERA(B) (7:00-7:37PM) (OP)(-OP)</div> <div>FIRST CAMERA (7:37-8:00PM) (OP)</div> <div>KNIGHT RIDER (SD)</div> <div>NBC SUNDAY NIGHT MOVIE FORT APACHE, THE BRONX</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,520 4.2	4.2*	7.1		14,890 17.7	15.3*		20.1*	19.3	19.6*		19.8*		19.1*		18.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	6 4.2	6* 4.2	11 7.1		26 14.2	22* 16.5		29* 21.1	29 19.3	28* 19.9		29* 19.7		28* 18.8		29* 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,510 20.9				18,180 21.7				22,540 26.9							
	<div> <div>RIPLEY'S BELIEVE IT-NOT</div> <div>HARDCASTLE & MCCORMICK (SD)</div> <div>ABC SUNDAY NIGHT MOVIE HEART OF STEEL (SD)</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{	12,650 15.1	13.4*		16.7*	17.7	17.7*		17.7*	14,920 17.8	18.1*		18.1*		17.7*		17.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	22 12.3	20* 14.6		24* 15.9	25 17.5	26* 18.0		25* 17.5	27 18.0	26* 18.2		27* 18.1		28* 17.9		29* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	28,490 34.0				19,690 23.5				19,020 22.7		17,010 20.3		19,270 23.0			
	<div> <div>60 MINUTES</div> <div>ONE DAY AT A TIME (SD)</div> <div>JEFFERSONS</div> <div>GOODNIGHT, BEANTOWN</div> <div>TRAPPER JOHN, M.D.</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{	22,040 26.1	22.1*		26.7*	17.5	16.3*		18.6*	17,010 20.3	17.8		18.3		18.1*		18.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	39 24.5	39* 27.2		39* 27.3	25 16.4	24* 16.3		26* 20.0	29 19.7	26 20.9		30 17.4		29* 18.5		31* 18.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,720 11.8	6,960 8.3			16,010 19.1				20,450 24.4							
	<div> <div>(2) (OP) (-OP)</div> <div>FIRST CAMERA (7:16-8:00PM) (OP)</div> <div>KNIGHT RIDER (SD)</div> <div>HERE'S TV ENTERTAINMENT (SD)</div> </div>																	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,300 11.1	4,190 5.0		4.7*	12,990 15.5	14.8*		16.3*	12,320 14.7	13.5*		15.8*		15.4*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	18 11.3	7 5.6		7* 4.4	22 13.9	22* 15.7		23* 16.2	23 13.3	19* 13.6		23* 15.2		24* 15.0		24* 14.3
TV HOUSEHOLDS USING TV		WK. 1	64.7	65.1	65.6	67.4	68.5	69.6	68.9	69.3	69.1	69.9	69.8	68.9	68.2	66.9	64.4	61.8
(See Def. 1)		WK. 2	66.1	66.6	67.9	68.8	68.2	69.1	70.0	70.6	69.8	70.1	69.5	67.2	64.5	62.2	59.8	58.4

U.S. TV Households: 83,800,000

(1) CBS NFL FOOTBALL GAME 2, N.Y. GIANTS VS L.A. RAIDERS & GREEN BAY VS ATLANTA, CBS, (3:59-7:35PM)

(2) NFL FOOTBALL POST 2 NBC, NBC, (7:03-7:16PM)

For explanation of symbols, See page A

EVE.SUN. DEC.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.27, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W	TOTAL AUDIENCE {		4,360													
	(Households (000) & %)		5.2													
	ABC TV		(1) (-OP)	ABC WEEKEND REPORT-SUN (11:14-11:29PM)												
	AVERAGE AUDIENCE {		4,110													
E	(Households (000) & %)		4.9													
	SHARE OF AUDIENCE %		10													
	AVG. AUD. BY ¼ HR. %		5.6	4.8												
E	TOTAL AUDIENCE {			4,780												
	(Households (000) & %)			5.7												
	CBS TV															
K	AVERAGE AUDIENCE {			4,610												
	(Households (000) & %)			16.4*	5.5											
	SHARE OF AUDIENCE %			30 *	14											
	AVG. AUD. BY ¼ HR. %		15.9	16.9	5.6	5.4										
1	TOTAL AUDIENCE {			2,680												
	(Households (000) & %)			3.2												
	NBC TV															
W	AVERAGE AUDIENCE {			1,930												
	(Households (000) & %)			2.3	2.2*		2.3*									
	SHARE OF AUDIENCE %			7	6 *		8 *									
	AVG. AUD. BY ¼ HR. %			2.2	2.1	2.4	2.3									
E	TOTAL AUDIENCE {		5,030													
	(Households (000) & %)		6.0													
	ABC TV															
E	AVERAGE AUDIENCE {		4,690													
	(Households (000) & %)		5.6													
	SHARE OF AUDIENCE %		11													
	AVG. AUD. BY ¼ HR. %		5.6													
K	TOTAL AUDIENCE {		7,210													
	(Households (000) & %)		8.6													
	CBS TV															
2	AVERAGE AUDIENCE {		6,790													
	(Households (000) & %)		8.1													
	SHARE OF AUDIENCE %		16													
	AVG. AUD. BY ¼ HR. %		8.1													
W	TOTAL AUDIENCE {			2,430												
	(Households (000) & %)			2.9												
	NBC TV															
E	AVERAGE AUDIENCE {			1,170												
	(Households (000) & %)			1.4	1.6*		1.4*		1.3*		1.3*					
	SHARE OF AUDIENCE %			6	5 *		5 *		6 *		8 *					
	AVG. AUD. BY ¼ HR. %			1.7	1.4	1.4	1.4	1.2	1.4	1.3	1.2					
TV HOUSEHOLDS USING TV WK. 1 56.3 48.1 41.2 34.9 30.1 26.3 23.1 19.9 17.3 15.2 13.7 12.4 10.8 9.8 8.9 7.6																
(See Def. 1) WK. 2 52.0 45.2 37.0 31.7 27.0 23.9 21.6 19.4 16.8 14.7 12.6 11.1 9.4 8.1 7.4 6.7																

TV HOUSEHOLDS USING TV	WK. 1	56.3	48.1	41.2	34.9	30.1	26.3	23.1	19.9	17.3	15.2	13.7	12.4	10.8	9.8	8.9	7.8
(See Def. 1)	WK. 2	52.0	45.2	37.0	31.7	27.0	23.9	21.6	19.4	16.8	14.7	12.6	11.1	9.4	8.1	7.4	6.7

U.S. TV Households: 83,800,000

(1) ABC SUNDAY NIGHT MOVIE, STRIPES, ABC, (9:00-11:05PM)

For explanation of symbols, See page A

EVE.SUN. DEC.4, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.21-25, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,940 5.9 GOOD MORNING, AMERICA-730		5,700 6.8 GOOD MORNING, AMERICA-830		← (SUS-OP) →					
	ABC TV										
	AVERAGE AUDIENCE (Households (000) & %)	3,850 4.6		4,690 5.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	22 4.5 4.6		23 5.5 5.7							
E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,440 4.1 CBS MORNING NEWS 1		3,940 4.7 CBS MORNING NEWS 2 (OP)		(SUS-OP)		4,690 5.6 \$25,000 PYRAMID (M & W)(S)(OP) (SUS-OP)		4,610 5.5 PRESS YOUR LUCK (M & W)(S)(OP) (SUS-OP)(SD)	
	CBS TV										
	AVERAGE AUDIENCE (Households (000) & %)	2,850 3.4		3,180 3.8				3,770 4.5		3,850 4.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	16 3.3 3.4		17 3.8 3.8				19 4.2 4.8		20 4.6 4.6	
E E K 3	TOTAL AUDIENCE (Households (000) & %)	3,940 4.7 TODAY SHOW-7.30AM (CO-OP)		4,690 5.6 TODAY SHOW-8.30AM (CO-OP)		(S)(OP)		4,110 4.9 DIFF'RENT STROKES M-F (M & W)(S)(OP) (SUS-OP)		4,860 5.8 SALE OF THE CENTURY (M & W)(S)(OP) (SUS-OP)	
	NBC TV										
	AVERAGE AUDIENCE (Households (000) & %)	3,100 3.7		3,850 4.6				3,520 4.2		4,020 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	19 3.7 3.8		19 4.4 4.8				18 4.0 4.5		21 4.7 4.9	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	5,610 6.7 GOOD MORNING, AMERICA-730		5,780 6.9 GOOD MORNING, AMERICA-830		(S)(OP)					
	ABC TV										
	AVERAGE AUDIENCE (Households (000) & %)	4,440 5.3		4,860 5.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	24 5.2 5.4		26 5.8 5.8							
E E K 5	TOTAL AUDIENCE (Households (000) & %)	3,940 4.7 CBS MORNING NEWS		4,270 5.1 CBS MORNING NEWS 2				4,610 5.5 \$25,000 PYRAMID		4,690 5.6 PRESS YOUR LUCK >(S)(OP)	
	CBS TV										
	AVERAGE AUDIENCE (Households (000) & %)	3,350 4.0		3,520 4.2				3,850 4.6		4,110 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	18 4.0 3.9		19 4.1 4.3				20 4.4 4.9		21 4.8 5.0	
E E K 6	TOTAL AUDIENCE (Households (000) & %)	4,110 4.9 TODAY SHOW-7.30AM (CO-OP)		4,360 5.2 TODAY SHOW-8.30AM (CO-OP)				3,350 4.0 DIFF'RENT STROKES M-F >(S)(OP)		3,440 4.1 SALE OF THE CENTURY >(S)(OP)	
	NBC TV										
	AVERAGE AUDIENCE (Households (000) & %)	3,270 3.9		3,600 4.3				2,850 3.4		2,930 3.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	18 4.0 3.8		19 4.4 4.3				14 3.3 3.6		15 3.4 3.8	

TV HOUSEHOLDS USING TV WK. 1	11.6	14.1	16.4	18.1	19.7	21.5	22.8	23.9	25.4	26.7	27.3	28.3	28.5	29.5	29.8	30.2
(See Def. I) WK. 2	12.4	15.4	17.8	19.1	20.0	21.1	21.8	22.4	23.1	23.4	23.4	23.3	23.1	23.5	23.4	23.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY MON.-FRI. NOV.28-DEC.2, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,030 6.0		{ 4,270 5.1		{ 5,280 6.3		{ 5,450 6.5		{ 10,640 12.7		{ 8,970 10.7						
	ABC TV	BENSON DAYTIME (MTWTF)(SUS-OP)		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)		ONE LIFE TO LIVE >(M-TH)(S)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,020 4.8		{ 3,600 4.3		{ 4,270 5.1		{ 4,440 5.3		{ 8,040 9.6		{ 6,620 7.9		{ 7.6* 24 *		{ 8.1* 25 *		
	SHARE OF AUDIENCE %	{ 15		{ 14		{ 17		{ 17		{ 28		{ 27 *		{ 28 *		{ 25 *		
	AVG. AUD. BY ¼ HR. %	{ 4.5		{ 5.2		{ 4.3		{ 4.2		{ 4.7		{ 5.4		{ 5.2		{ 5.5		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,300 9.9		{ 8,630 10.3		{ 8,040 9.6		{ 5,780 6.9										
	CBS TV	(S)(OP) PRICE IS RIGHT 2 >(M-W)(S)(OP)(SD)		YOUNG AND THE RESTLESS (M-W)(S)(OP)		AS THE WORLD TURNS (M-W)(S)(OP)		CAPITOL (M-W)(S)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,040 8.4		{ 6,450 7.7		{ 6,290 7.5		{ 5,030 6.0										
	SHARE OF AUDIENCE %	{ 35		{ 29		{ 27 *		{ 24 *										
	AVG. AUD. BY ¼ HR. %	{ 8.1		{ 8.8		{ 7.6		{ 7.8										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,200 7.4		{ 4,020 4.8		{ 2,850 3.4		{ 3,600 4.3		{ 7,790 9.3		{ 6,700 8.0						
	NBC TV	WHEEL OF FORTUNE (M & W)(S)(OP)(SUS-OP)		DREAM HOUSE (M-W)(S)(OP)		GO (MTWTF)(S)(OP)		SEARCH FOR TOMORROW (MTWTF)(S)(OP)		DAYS OF OUR LIVES (MTWTF)(S)(OP)		ANOTHER WORLD (MTWTF)(S)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,450 6.5		{ 3,520 4.2		{ 2,950 2.8		{ 2,930 3.5		{ 6,370 7.6		{ 4,940 5.9		{ 5.9* 19 *				
	SHARE OF AUDIENCE %	{ 27		{ 18		{ 10		{ 12		{ 23 *		{ 23 *		{ 19 *				
	AVG. AUD. BY ¼ HR. %	{ 6.5		{ 6.5		{ 4.1		{ 4.3		{ 7.2		{ 7.6		{ 7.7				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,020 4.8		{ 3,850 4.6		{ 5,280 6.3		{ 4,860 5.8		{ 9,640 11.5		{ 9,390 11.2						
	ABC TV	BENSON DAYTIME >(S)(OP)		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (SD)		ONE LIFE TO LIVE						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,440 4.1		{ 3,440 4.1		{ 4,530 5.4		{ 4,110 4.9		{ 7,370 8.8		{ 6,870 8.2		{ 7.7* 26 *				
	SHARE OF AUDIENCE %	{ 17		{ 17		{ 21		{ 18		{ 29 *		{ 30 *		{ 27 *				
	AVG. AUD. BY ¼ HR. %	{ 4.1		{ 4.1		{ 4.0		{ 4.2		{ 5.1		{ 5.7		{ 4.7				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,620 7.9		{ 8,550 10.2		{ 9,050 10.8		{ 8,040 9.6		{ 5,700 6.8								
	CBS TV	PRICE IS RIGHT >(S)(OP)		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL								
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,870 7.0		{ 7,460 8.9		{ 6,870 8.2		{ 6,370 7.6		{ 5,200 6.2								
	SHARE OF AUDIENCE %	{ 29		{ 38		{ 30		{ 31 *		{ 29 *		{ 25		{ 24 *				
	AVG. AUD. BY ¼ HR. %	{ 6.8		{ 7.2		{ 8.7		{ 9.2		{ 8.3		{ 8.2		{ 7.3				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,780 6.9		{ 4,440 5.3		{ 2,950 2.8		{ 2,930 3.5		{ 6,790 8.1		{ 5,870 7.0						
	NBC TV	WHEEL OF FORTUNE >(S)(OP)		DREAM HOUSE		GO		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,110 6.1		{ 3,850 4.6		{ 2,010 2.4		{ 2,510 3.0		{ 5,280 6.3		{ 4,610 5.5		{ 5.6* 19 *				
	SHARE OF AUDIENCE %	{ 25		{ 19		{ 9		{ 11		{ 21 *		{ 20 *		{ 21 *				
	AVG. AUD. BY ¼ HR. %	{ 6.2		{ 6.3		{ 4.7		{ 4.4		{ 2.4		{ 2.3		{ 2.9				
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	30.1	30.6	30.8	31.0	30.9	31.6	31.6	32.8	33.8	34.6	34.4	34.3	33.2	32.9	32.4	33.5
		WK 2	24.2	24.6	24.5	25.0	25.6	26.9	27.4	28.2	29.4	30.3	30.4	30.5	29.9	30.0	29.4	30.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.21-25, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,560 13.8															10,480 12.5		
	ABC TV	GENERAL HOSPITAL (M-TH)(S)(OP) (S)(OP)															ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,220 11.0 10.4* 11.5*															9,050 10.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 31 30* 32* % 10.1 10.7 11.5 11.5															20 10.8 10.9		
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,300 9.9															12,650 15.1		
	CBS TV	GUIDING LIGHT (M-W)(S)(OP)(SD) TATTLETALES (M-W)(S)(OP) (S)(OP)															CBS EVENING NEWS-RATHER (MTWTF)(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,790 8.1 7.9* 8.3* 2,770 3.3															11,060 13.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 24 24* 24* 10 % 7.7 8.1 8.3 8.2 3.3 3.3															23 13.2 13.3		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,270 5.1															10,390 12.4		
	NBC TV	MATCH GM/HOLLYWOOD SQS HR (MTWTF)(S)(OP)															NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,850 3.4 3.1* 3.7*															9,130 10.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 10 9* 11* % 3.0 3.2 3.6 3.8															20 10.5 11.3		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 13,070 15.6															11,650 13.9		
	ABC TV	GENERAL HOSPITAL EDGE OF NIGHT															ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,730 12.8 12.3* 13.2* 3,270 3.9															10,220 12.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 38 38* 38* 11 % 11.9 12.7 13.3 13.2 4.0 3.9															21 12.0 12.4		
E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,040 9.6															13,490 16.1		
	CBS TV	GUIDING LIGHT (SD) TATTLETALES															CBS EVENING NEWS-RATHER		
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,450 7.7 7.4* 7.8* 2,930 3.5															11,980 14.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 23 23* 23* 10 % 7.3 7.6 7.8 7.9 3.4 3.7															24 14.3 14.3		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,111 3.8															11,310 13.5		
	NBC TV	MATCH GM/HOLLYWOOD SQS HR															NBC NIGHTLY NEWS		
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,180 2.6 2.4* 2.7*															9,800 11.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ % 8 7* 8* % 2.4 2.4 2.6 2.8															20 11.3 12.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	WK 2	34.1	34.9	35.7	36.6	36.1	36.8	37.9	39.3	40.8	42.9	44.7	47.1	50.4	52.7	54.3	55.8
				32.3	34.0	34.8	36.1	35.0	36.9	37.9	39.8	42.1	44.5	46.6	49.3	53.0	55.7	57.6	59.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.28-DEC.2, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 26, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)						3,180 3.8	4,780 5.7		5,780 6.9		5,280 6.3		6,700 8.0		5,780 6.9		
	ABC TV						BEST OF SCOOBY DOO (SD)	RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES		
	AVERAGE AUDIENCE (Households (000) & %)						2,510 3.0	3,850 4.6		4,860 5.8		4,530 5.4		5,530 6.6		5,030 6.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 2.6	21 3.3		26 4.4		21 5.3		24 5.6		21 5.9		
E	TOTAL AUDIENCE (Households (000) & %)	1,510 1.8						2,850 3.4	6,200 7.4		5,610 6.7		4,530 5.4		5,950 7.1			
	CBS TV	CAPTAIN KANGAROO-SAT					BISKITTS (SD)	SATURDAY SUPERCARDE					DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	840 1.0	.8*	1.1*		2,180 2.6	4,110 4.9		5,030 6.0		3,600 4.3		5,030 6.0					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	13 .8	13* .9	12* 1.0		20 2.3	23 3.0		23* 4.1		23 5.3		15 6.0					
K	TOTAL AUDIENCE (Households (000) & %)						3,350 4.0	4,530 5.4		6,030 7.2		7,540 9.0		8,380 10.0		8,460 10.1		
	NBC TV						FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)		
	AVERAGE AUDIENCE (Households (000) & %)						2,680 3.2	3,520 4.2		5,030 6.0		6,370 7.6		7,290 8.7		7,210 8.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 2.8	23 3.5		26 3.6		29 6.4		30 7.6		28 8.6		
1	TOTAL AUDIENCE (Households (000) & %)						3,440 4.1	4,440 5.3		5,360 6.4		5,200 6.2		6,700 8.0		6,200 7.4		
	ABC TV						BEST OF SCOOBY DOO (SD)	RASCALS/RICHIE RICH		MONCHHICHIS		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES		
	AVERAGE AUDIENCE (Households (000) & %)						2,770 3.3	3,350 4.0		4,440 5.3		4,610 5.5		5,530 6.6		5,360 6.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 3.0	19 3.6		23 3.7		20 5.1		23 5.5		23 6.3		
W	TOTAL AUDIENCE (Households (000) & %)	2,430 2.9						3,440 4.1	6,870 8.2		6,290 7.5		4,360 5.2		5,110 6.1			
	CBS TV	CAPTAIN KANGAROO-SAT					BISKITTS (SD)	SATURDAY SUPERCARDE					DUNGEONS AND DRAGONS (SD)		PLASTICMAN (SD)		CHARLIE BROWN/SNOOPY SHOW (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	1,170 1.4	1.3*	1.5*		2,680 3.2	4,440 5.3		5,110 6.1		3,270 3.9		4,190 5.0					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 1.2	17* 1.4	14* 1.3		21 2.8	24 3.5		24* 4.5		23 5.0		17 5.9					
E	TOTAL AUDIENCE (Households (000) & %)						3,770 4.5	4,610 5.5		5,610 6.7		9,050 10.8		8,970 10.7		7,290 8.7		
	NBC TV						FLINTSTONE FUNNIES (SD)	SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)		
	AVERAGE AUDIENCE (Households (000) & %)						3,020 3.6	3,690 4.4		4,940 5.9		7,290 8.7		7,880 9.4		6,370 7.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 3.3	22 3.9		25 4.1		32 6.5		33 8.7		26 7.6		
TV HOUSEHOLDS USING TV WK. 1		6.4	7.8	9.4	11.4	13.3	16.0	18.6	20.9	23.4	25.3	26.8	27.8	28.6	29.9	30.8	31.9	
(See Def. 1) WK. 2		8.1	9.5	10.3	12.9	15.6	17.7	19.9	21.8	23.4	25.3	27.3	28.0	28.9	29.2	29.6	29.8	

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SAT. DEC. 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 26, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,610 6.7		5,870 7.0		5,950 7.1	18,350 21.9										
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		NCAA FOOTBALL PRE (12:00-12:29PM) (OP)								NCAA FOOTBALL GAME TEXAS VS TEXAS A&M (12:29-3:52PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,780 5.7		4,780 5.7		4,780 5.7	8,210 9.8			8.0*		10.3*		11.0*		10.3*	11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	17 5.5		17 5.9		18 6.0	29 5.4			24 *		32 *		33 *		31 *	32 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,610 5.5		3,940 4.7		5,200 6.2	5,870 7.0			8,130 9.7							
	CBS TV		BENJI, JAX & THE-PRINCE(B) (SD)		BUGS BUNNY/R RUNNER 1(B)		BUGS BUNNY/R RUNNER 2(B)	BUGS BUNNY/R RUNNER 3(B) (SD)							CBS NCAA BASKETBALL-SAT KANSAS VS HOUSTON (1:00-3:11PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,850 4.6		3,350 4.0		4,270 5.1	4,530 5.4			2,930 3.5		3.4*		3.1*		3.6*	3.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	14 4.7		12 4.5		15 5.1	16 5.1			10 3.7		10 *		9 *		11 *	10 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	7,960 9.5		5,700 6.8		6,620 7.9	4,610 5.5									8,040 9.6	
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)	THUNDARR									SPORTSWORLD-SAT. (2:30-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,790 8.1		5,030 6.0		5,530 6.6	4,020 4.8									4,110 4.9	3.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	25 8.3		18 8.0		20 6.2	14 6.7									14 3.4	10 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{	6,290 7.5		6,960 8.3		5,610 6.7	7,710 9.2										
	ABC TV		PUPPY-FURTHER ADVENTURES		SCOOBY & SCRAPPY DOO SHOW (SD)		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PART 1	AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{	5,530 6.6		5,950 7.1		4,690 5.6	4,190 5.0			4.8*		5.2*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 6.5		23 6.7		18 7.3	16 6.9			14 *		15 *					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{	3,940 4.7		3,270 3.9		4,860 5.8	18,020 21.5										
	CBS TV		BENJI, JAX & THE PRINCE(B) (SD)		BUGS BUNNY/R RUNNER 1(B)		NCAA TODAY-CBS								NCAA FOOTBALL-CBS FLORIDA STATE VS FLORIDA (12:30-3:46PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.7		2,180 2.7		3,690 4.4	6,540 7.6			6.2*		8.3*		9.2*		7.8*	7.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	11 3.9		10 3.5		14 3.1	22 3.3			19 *		25 *		27 *		23 *	21 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{	8,210 9.8		6,200 7.4		7,120 8.5	6,370 7.6							9,720 11.6			
	NBC TV		MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)	THUNDARR									NCAA BASKETBALL-NAT'L-SP. JCUA VS NOTRE DAME (2:00-3:54PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	7,210 8.6		5,530 6.6		5,950 7.1	5,360 6.4							4,440 5.3		4.8*	5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	28 8.4		21 8.8		23 6.3	19 6.9							15 4.7		14 *	14 *
TV HOUSEHOLDS USING TV WK. 1			32.0	32.6	32.1	32.3	32.1	32.9	33.2	33.8	32.8	32.2	32.8	33.3	33.3	34.3	35.1	35.5
(See Def. 1) WK. 2			29.8	30.6	31.1	31.5	31.2	32.4	33.2	34.3	34.2	34.5	34.0	35.1	34.6	34.8	35.3	37.0

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SAT. DEC. 3, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						5,870 7.0				11,820 14.1							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,270 3.9	24,470 29.2														
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						8,460 10.1										9,800 11.7	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		3,940 4.7	5,450 6.5	22,960 27.4													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						4,530 5.4	12,570 15.0									9,050 10.8	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						8,720 10.4						3,440 4.1				9,640 11.5	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK. 1	35.7	35.6	36.7	38.2	38.2	38.9	39.6	41.4	42.8	44.7	46.4	48.3	51.4	53.1	54.1	54.5
(See Def. 1)		WK. 2	38.4	39.5	39.7	40.9	41.7	42.2	43.2	44.9	46.3	47.3	48.9	51.6	55.0	57.2	58.5	59.3

U.S. TV Households: 83,800,000
(1) NCAA TODAY POST-CBS, CBS, (3:46-4:00PM)

For explanation of symbols, See page A

DAY SAT. DEC. 3, 1983

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 27, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV
(See Def. 1)

WK 1
WK. 2

5 0
6.25.6
6.96.9
8.39.0
9.911.5
12.313.2
15.015.4
17.017.1
18.819.7
21.222.4
24.022.9
25.524.7
27.226.1
28.628.1
29.429.5
30.330.9
31.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A

DAY SUN. DEC. 4, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	6,200 7.4															
	ABC TV	← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)															
	AVERAGE AUDIENCE (Households (000) & %)	3,350															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	4.0 12 4.1	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8	4.0* 12 3.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	10,140 31,590 12.1 37.7															
	CBS TV	FOR OUR TIMES (SUC) CBS NFL TODAY (12:30-12:59PM) (-OP) CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	7,790 17,680															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	9.3 26 8.2	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6	21.1 46 12.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	2,600 3.1															
	NBC TV	MEET THE PRESS SKINS GAME-SUN MULTI-SEGMENT TELECAST															
	AVERAGE AUDIENCE (Households (000) & %)	2,100															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	2.5 8 2.7	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4	8 2.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,450 6.5															
	ABC TV	← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)															
	AVERAGE AUDIENCE (Households (000) & %)	3,440															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	4.1 11 4.2	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1	4.1* 12 4.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	9,130 32,260 10.9 38.5															
	CBS TV	FOR OUR TIMES (SUC) CBS NFL TODAY (12:30-12:59PM) (-OP) CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	7,120 17,180															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	8.5 23 7.6	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5	20.5 44 12.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,100 3.7															
	NBC TV	MEET THE PRESS NFL '83-NBC NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST															
	AVERAGE AUDIENCE (Households (000) & %)	2,430															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	2.9 8 2.8	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0	6.0 16 3.0
TV HOUSEHOLDS USING TV WK. 1		31.4	32.4	32.8	33.2	33.4	34.5	36.8	39.8	43.0	44.4	44.5	44.8	45.4	47.2	48.3	47.7
(See Def. 1) WK. 2		33.5	33.6	34.6	36.0	35.8	37.5	39.1	40.0	42.3	44.9	45.6	45.5	45.1	45.4	45.2	45.7

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

DAY SUN. DEC. 4, 1983

TOTAL AUDIENCE (Households (000) & %)	{	10,140 12.1
ABC TV		ABC WRD NEWS TONIGHT-SUN
AVERAGE AUDIENCE (Households (000) & %)	{	8,720
SHARE OF AUDIENCE %	%	10.4
AVG. AUD. BY ¼ HR.	%	17
		10.2 10.6

E	TOTAL AUDIENCE (Households (000) & %)		{		29,830 35.6											
<hr/>																
CBS NFL FOOTBALL GAME 1																
VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)																
CBS NFL FOOTBALL GAME 2																
NEW YORK GIANTS VS LOS ANGELES RAIDERS GREEN BAY VS ATLANTA (3:59-7:35PM)(OP)																
<hr/>																
E	CBS TV															
K	AVERAGE AUDIENCE (Households (000) & %)		{		12,400											
<hr/>																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
	22.0	22.7	24.6	<<	7.2	14.5	14.3	13.8	13.4	13.7	14.0	14.3	14.5	14.2	14.3	15.2

TOTAL AUDIENCE (Households (000) & %)		5,870 7.0	24,130 28.8									3,850 4.6					
NBC TV		SKINS GAME-SUN. MULTI-SEGMENT TELECAST	NFL '83-NBC			NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (*OP)(CP)						NBC NIGHTLY NEWS- SUM(B) (OP)					
AVERAGE AUDIENCE (Households (000) & %)		4,360	10,890									3,440					
% SHARE OF AUDIENCE		6.4*	13.0	11.0*		12.6*		14.2*		13.5*	13.8*	4.1					
AVG. AUD. BY ¼ HR.		13 *	26 *	24 *		28 *		30 *		27 *	27 *	7					
		6.5	3.7	4.7	5.6	10.0	12.0	12.0	13.2	13.9	14.4	13.2	13.7	13.8	13.7	3.9	4.2

TOTAL AUDIENCE	{	9,970
(Households (000) & %)		11.9
ABC TV		ABC WORLD NEWS
AVERAGE AUDIENCE	{	TONIGHT-SUN
(Households (000) & %)		8,380
SHARE OF AUDIENCE	%	10.0
AVG. AUD. BY 1/4 HR.	%	16
		10.0 10.0

TOTAL AUDIENCE (Households (000) & %)		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)				CBS NFL FOOTBALL POST MULTI-SEGMENT TELECAST (OP)				KENNER FAMILY CLASSICS			CBS EVENING NEWS- DEAN	
E		9,390 11.2				5,110 6.1							7,460 8.9	
E	CBS TV													
K	AVERAGE AUDIENCE (Households (000) & %)	21.8*	21.4*	10.6	8,880	3.7	3.3*	4.1*	6,200				7.4	
	SHARE OF AUDIENCE %	46 *	44 *	21		7	6 *	7 *	12					
	AVG. AUD BY % HR.	21.7	22.0	21.6	21.6	18.7	9.9	7.5	<<	3.1	3.4	3.8	4.4	7.1 7.7

2	TOTAL AUDIENCE		27,070															
	(Households (000) & %)		32.3															
NBC TV		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)								NFL FOOTBALL GAME 2-NBC NEW YORK JETS VS BALTIMORE CLEVELAND VS DENVER (4:00-7:03PM)(OP)								
AVERAGE AUDIENCE		13,410																
(Households (000) & %)																		
SHARE OF AUDIENCE																		
%		13.1*	13.1*	16.0	10.9*		16.1*		17.4*	17.0*	17.3*	17.4*						
AVG. AUD. BY 1/4 HR.		28 *	27 *	29	21 *		31 *		33 *	31 *	29 *	29 *						
		13.2	13.1	13.7	12.7	9.4	12.5	15.3	16.8	17.5	17.2	16.9	17.1	17.2	17.3	17.5	17.4	

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	■	TIME (N.Y.T.)	QUARTER IIII	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	%	(000)	%	%	(000)	%	%	%			
EVENING MONDAY																			
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.09AM	+GRID	31,010	37.0	14,670	17.5	29			27,320	32.6	13,830	16.5	25				
	2	9.00-12.00MD	+GRID																
			11.00						17.1							16.2			
			11.15				16.5*	30*	16.0					15.6*	26*	14.9			
			11.30						15.6							14.4			
			11.45				15.7*	34*	15.8					13.7*	29*	13.0			
			12.00				13.9*	35*	13.9										
EVENING THURSDAY																			
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-12.32AM	+GRID								28,070	33.5	11,730	14.0	25				
			11.00													14.9			
			11.15											13.9*	25*	13.0			
			11.30													13.2			
			11.45											12.0*	27*	10.8			
			12.00													9.6			
			12.15											8.9*	25*	8.2			
		12.30													6.4				
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	15,080	18.0	15,080	18.0	29	18.0										
	2	8.57- 8.59PM	8.45								13,910	16.6	12,820	15.3	24	15.3			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,920	17.8	14,920	17.8	29	17.8		13,910	16.6	13,910	16.6	26	16.6			

CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45	11,730	14.0	11,730	14.0	22	14.0	14,160	16.9	14,160	16.9	26
	1	9.08- 9.09PM	9.00											
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,970	11.9	9,970	11.9	19	11.9	9,050	10.8	9,050	10.8	17
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	6,870	8.2	6,870	8.2	13	8.2					
EVENING SUNDAY														
ABC ABC SPORTS UPDATE-SUN	2	8.33- 8.35PM	8.30	28,830	34.4	20,110	24.0	36	25.9	14,580	17.4	14,500	17.3	25
	1	9.00-11.05PM	-GRID											
ABC ABC SUNDAY NIGHT MOVIE		11.00												
ABC ABC NEWSBRIEF-SUN.		9.59-10.00PM	9.45	19,440	23.2	19,440	23.2	34	23.2	14,750	17.6	14,750	17.6	26
CBS CBS NFL FOOTBALL GAME 2	1	3.59- 7.35PM	-GRID	29,830	35.6	12,400	14.8	27	20.8	14,750	17.6	14,750	17.6	26
		7.30												
CBS 60 MINUTES	1	7.35- 8.35PM	-GRID	30,590	36.5	22,290	26.6	39	23.8					
		8.30												
CBS CBS SPECIAL MOVIE PRSNT.(S)	1	8.35-10.35PM	-GRID	23,300	27.8	13,830	16.5	24	16.1	15,590	18.6	15,590	18.6	26
		10.30												
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45	12,230	14.6	12,230	14.6	21	14.6	15,590	18.6	15,590	18.6	26
	1	9.26- 9.27PM	9.15											
CBS TRAPPER JOHN, M.D.	1	10.35-11.35PM	-GRID	17,770	21.2	13,160	15.7	27	15.5	27,070	32.3	13,410	16.0	29
		11.30												
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 7.03PM	-GRID	4,610	5.5	3,520	4.2	6	4.3	9,720	11.6	9,300	11.1	18
		7.00												
NBC FIRST CAMERA(B)	1	7.00- 7.37PM	-GRID											
		7.30												
NBC NFL FOOTBALL POST 2 NBC	2	7.03- 7.16PM	-GRID											
CONT'D														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING SUNDAY-CONT'D																				
NBC NFL FOOTBALL POST 2 NBC-CONT'D																				9.2
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	15,170	18.1	15,170	18.1	26	18.1			11,150	13.3	11,150	13.3	19	13.3			
NBC NBC NEWS DIGEST-2-SUN.	2	10.04-10.05PM	10.00									12,070	14.4	12,070	14.4	22	14.4			
EVENING MONDAY-FRIDAY																				
ABC ABC NEWSBRIEF-M-F		>	8.45	12,570	15.0	12,570	15.0	23	17.8	M-F		12,490	14.9	11,820	14.1	22	13.8	M-F		
			9.45						14.3	TU-F							15.9	TUWF		
			10.45														12.4	THJ.		
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.30AM	11.30	6,200	7.4	3,690	4.4	13	6.1	TU-F		6,540	7.8	3,940	4.7	14	6.6	TUWF		
			11.45				5.3*	14*	4.6	TU-F					5.7*	15*	4.9	TUWF		
			12.00						3.9	TU-F							4.1	TUWF		
			12.15				3.5*	11*	3.1	TU-F					3.7*	12*	3.3	TUWF		
ABC ABC NEWS:NIGHTLINE-MON	1	12.39- 1.20AM	12.30	3,770	4.5	2,770	3.3	16	4.1	MON.		3,770	4.5	3,180	3.8	17	4.4	MON.		
	2	12.30- 1.00AM	12.30														3.2	MON.		
			12.45				3.6*	16*	3.4	MON.										
			1.00						3.0	MON.										
			1.15				2.9*	16*	2.5	MON.										
ABC ABC NEWS:NIGHTLINE-THU(B)	2	1.02- 1.32AM	1.00									3,350	4.0	2,680	3.2	16	3.4	THJ.		
			1.15														3.0	THJ.		

			1.30														2.6	THU.	
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	11,980	14.3	11,980	14.3	22	14.3	M-F		14,830	17.7	14,670	17.5	25	17.4	M-F	
	2	>	8.45									9,300	11.1	6,120	7.3	22	8.4	M-F	
CBS LATE MOVIE I		>	11.30	8,720	10.4	5,780	6.9	21	7.3	M-F					8.0*	21*	7.7	M-F	
			11.45				7.1*	19*	7.0	M-F							7.4	M-F	
			12.00						6.9	M-F							7.4	M-F	
			12.15				6.8*	22*	6.7	M-F					7.1*	23*	6.8	M-F	
			12.30				6.6*	27*	6.5	M-F							6.2	M-F	
			12.45												6.1*	25*	5.0	M-F	
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	5,450	6.5	4,190	5.0	25	5.5	M-F		4,940	5.9	4,110	4.9	26	5.4	M-F	
			12.45				5.3*	23*	5.3	M-F					5.2*	25*	5.1	M-F	
			1.00						4.9	M-F							4.8	M-F	
			1.15				4.7*	26*	4.6	M-F					4.7*	27*	4.6	M-F	
			1.30						4.3	M & W							4.8	FRI.	
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,510	1.8	1,340	1.6	15	1.7	M-THSU		1,680	2.0	1,420	1.7	18	1.8	M-THSU	
			2.15						1.5	M-THSU							1.6	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,770	3.3	1,090	1.3	22		M-THSU		3,020	3.6	1,340	1.6	29		M-THSU	
			2.45						1.9	M-THSU							2.1	M-THSU	
			3.00				1.8*	21*	1.7	M-THSU					2.0*	25*	1.9	M-THSU	
			3.15						1.7	M-THSU							1.9	M-THSU	
			3.30				1.6*	23*	1.5	M-THSU					1.8*	28*	1.8	M-THSU	
			3.45						1.4	M-THSU							1.7	M-THSU	
			4.00				1.3*	22*	1.2	M-THSU					1.7*	30*	1.7	M-THSU	
			4.15						1.2	M-THSU							1.7	M-THSU	
							1.2*	24*	1.3	M-THSU					1.7*	34*	1.6	M-THSU	
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-2-CONT'D			4.30						1.2	M-THSU							1.4	M-THSU	
			4.45					1.1*	23*	M-THSU						1.4*	30*	M-THSU	
			5.30						.9	M-THSU							1.3	M-THSU	
			5.45					1.0*	22*	M-THSU							1.3	M-THSU	
NBC NBC NEWS DIGEST-M-F		>	8.45	11,310	13.5	11,310	13.5	21	13.6	M-F	11,650	13.9	11,650	13.9	20	13.9	M-F		
			9.15						13.3	WED.									
NBC NBC NEWS DIGEST-2-M-F		>	9.45	14,920	17.8	14,920	17.8	29	17.8	TU&TH	9,640	11.5	9,640	11.5	17	11.5	M-F		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,480	12.5	6,870	8.2	24	9.2	M-F	10,140	12.1	6,620	7.9	23	9.0	M-F		
			11.45					9.0*	24*	M-F							8.8*	23*	
			12.00						8.1	M-F							8.5	M-F	
			12.15					7.3*	24*	M-F							7.4	M-F	
NBC DAVID LETTERMAN I		12.30-1.00AM	12.30	3,690	4.4	3,100	3.7	16	3.9	M-TH	3,020	3.6	2,510	3.0	15	3.4	M-TH		
			12.45						3.5	M-TH							2.6	M-TH	
NBC FRIDAY NIGHT VIDEOS		12.30-2.00AM	12.30	6,540	7.8	3,350	4.0	18	5.1	FRI.	7,460	8.9	3,770	4.5	19	6.2	FRI.		
			12.45					4.7*	17*	FRI.							4.7	FRI.	
			1.00						3.9	FRI.							4.6	FRI.	
			1.15					3.8*	17*	FRI.							4.4*	19*	
			1.30						3.6	FRI.							4.1	FRI.	
			1.45					3.5*	20*	FRI.							3.9	FRI.	
NBC DAVID LETTERMAN II		1.00-1.30AM	1.00	2,680	3.2	2,260	2.7	16	2.9	M-TH	2,100	2.5	1,840	2.2	14	2.2	M-TH		
			1.15						2.5	M-TH							2.1	M-TH	
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,930	2.3	1,420	1.7	13	1.8	M-F	1,680	2.0	1,340	1.6	13	1.5	M-F		
			1.45					1.8*	13*	M-TH							1.5*	12*	
			2.00						1.5	M-F							1.7	MTUTHF	
			2.15					1.5*	13*	M-F							1.8*	15*	
			2.30						1.5	FRI.							1.8*	16*	
			2.45					1.5*	14*	FRI.							1.8	FRI.	
		VARIOUS TIMES (SUS)																	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-6.00A(SUS)	1	6.00-6.15AM	6.00							M-F									
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	2	6.00-6.15AM	6.00															M-F	
ABC ABC WORLD NEWS-MORN-6.00A(SUS)	2	6.15-6.30AM	6.15															M-F	
ABC ABC WORLD NEWS-MORN-6.15A(SUS)	1	6.15-6.30AM	6.15							M-F									
ABC ABC WORLD NEWS MORN 645A		6.45-7.00AM	6.45	1,590	1.9	1,420	1.7	15	1.7	M-F	2,010	2.4	1,930	2.3	18	2.3	M-F		
ABC MEMORIAL MASS-J.F.K.-ABC(SUS)	1	10.00-11.30AM	10.00							TUE.									
ABC FLIGHT-SPACELAB (LAUNCH)(S)	2	10.56-11.10AM	10.45								4,780	5.7	4,690	5.6	20	5.5	MON.		
			11.00														5.7	MON.	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57-1.59PM	1.45	7,790	9.3	7,540	9.0	27	9.0	MTUWF	7,040	8.4	6,870	8.2	26	8.2	M-F		
ABC EDGE OF NIGHT	1	>	2.00	3,520	4.2	3,100	3.7	10	4.4	M-F									
			2.15						4.3	FRI.									
			4.00						3.6	M-TH									
			4.15						3.4	M-TH									
ABC NCAA FOOTBALL SP-PRE(S)	1	2.30-2.45PM	2.30	5,030	6.0	4,860	5.8	17	5.8	FRI.									
ABC NCAA FOOTBALL SPECIAL(S)	1	2.45-6.04PM	2.45	19,690	23.5	6,700	8.0	21	5.2	FRI.									
CONT'D																			

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY MONDAY-FRIDAY-CONT'D															
ABC NCAA FOOTBALL SPECIAL(S)-CONT'D															
			3.00						6.7 FRI.						
			3.15			7.2*	21*		7.7 FRI.						
			3.30						8.7 FRI.						
			3.45			8.8*	25*		8.8 FRI.						
			4.00						7.7 FRI.						
			4.15			6.8*	18*		5.9 FRI.						
			4.30						5.3 FRI.						
			4.45			5.8*	15*		6.3 FRI.						
			5.00						10.0 FRI.						
			5.15			10.1*	25*		10.2 FRI.						
			5.30						10.4 FRI.						
			5.45			10.3*	23*		10.3 FRI.						
			6.00						10.1 FRI.						
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,590	1.9	1,170	1.4	17	1.2 M-F	1,760	2.1	1,260	1.5	16	1.4 M-F
			6.45						1.6 M-F						1.7 M-F
CBS CBS MORNING NEWS 2-THU(B)	1	8.30- 9.00AM	8.30	3,100	3.7	2,680	3.2	10	2.9 THU.						
			8.45						3.4 THU.						
CBS THANKSGIVING DAY PARADE(S)	1	9.00-12.00NN	9.00	25,060	29.9	9,800	11.7	27	7.2 THU.						
			9.15				7.9*	23*	8.6 THU.						
			9.30						10.2 THU.						
			9.45			10.5*	27*		10.9 THU.						
			10.00						12.7 THU.						
			10.15			12.8*	29*		12.8 THU.						
			10.30						13.1 THU.						
			10.45			12.9*	27*		12.8 THU.						
			11.00						13.1 THU.						
			11.15			12.9*	27*		12.7 THU.						
			11.30						13.4 THU.						
			11.45			13.1*	27*		12.9 THU.						
CBS MEMORIAL MASS-J.F.K.-CBS(SUS)	1	9.50-11.29AM	9.45						TUE.						
CBS PRICE IS RIGHT 1-FRI(B)	1	10.00-10.30AM	10.00	6,030	7.2	4,780	5.7	18	5.3 FRI.						
			10.15						6.1 FRI.						
CBS PRICE IS RIGHT 2-FRI(B)	1	10.30-11.00AM	10.30	7,120	8.5	6,030	7.2	22	6.9 FRI.						
			10.45						7.6 FRI.						
CBS CBS NEWS SPECIAL REPORT(S)	2	10.56-11.14AM	10.45							6,870	8.2	6,200	7.4	27	7.0 MON.
			11.00												7.5 MON.
CBS NEWSBREAK-11.57	1	>	10.45	6,120	7.3	5,870	7.0	27	7.0 MTWTF						
			11.45						7.0 M-W						
CBS KENNER FAMILY CLASSICS-FR(S)	1	11.00-12.00NN	11.00	7,710	9.2	4,610	5.5	16	5.3 FRI.						
			11.15				5.2*	16*	5.1 FRI.						
			11.30						5.7 FRI.						
			11.45				5.9*	17*	6.0 FRI.						
CBS PRICE IS RIGHT 1	1	>	11.00	5,950	7.1	5,530	6.6	28	6.4 M-W						
			11.15						6.5 M-W						
CBS NEWSBREAK-11.57	2	11.57-11.59AM	11.45							6,370	7.6	6,120	7.3	30	7.3 M-F
CBS FESTIVAL OF LIVELY ARTS(S) CONT'D	1	12.30- 1.30PM	12.30	8,800	10.5	5,030	6.0	17	7.0 FRI.						

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY MONDAY-FRIDAY-CONT'D															
CBS FESTIVAL OF LIVELY ARTS(S)-CONT'D			12.45					6.7* 20*	6.4	FRI.					
			1.00						5.6	FRI.					
			1.15					5.4* 16*	5.2	FRI.					
CBS KENNER FAMILY CLASSICS-TH(S)	1	12.30- 1.30PM	12.30	8,800	10.5	5,530	6.6	15	7.2	THU.					
			12.45					6.9* 16*	6.7	THU.					
			1.00						6.6	THU.					
			1.15					6.2* 14*	5.9	THU.					
CBS AFTERNOON PLAYHOUSE(S)	1	1.30- 2.30PM	1.30	5,110	6.1	3,180	3.8	10	4.2	THU.					
			1.45					3.9* 10*	3.6	THU.					
			2.00						3.8	THU.					
			2.15					3.7* 10*	3.7	THU.					
CBS NCAA FOOTBALL-CBS FRI(S)	1	1.30- 3.16PM	1.30	17,770	21.2	6,870	8.2	23	6.0	FRI.					
	1	3.59- 5.00PM													
			1.45					6.6* 19*	7.3	FRI.					
			2.00						8.3	FRI.					
			2.15					8.4* 24*	8.5	FRI.					
			2.30						9.1	FRI.					
			2.45					9.2* 26*	9.4	FRI.					
			3.00						7.7	FRI.					
			3.15					7.6* 22*	7.0	FRI.					
			3.45						4.2	FRI.					
			4.00					7.4* 20*	6.1	FRI.					
			4.15						8.7	FRI.					
			4.30						10.3	FRI.					
			4.45					9.9* 26*	9.5	FRI.					
CBS CHILDRENS MYSTERY THEATER(S)	1	2.30- 3.30PM	2.30	4,360	5.2	2,930	3.5	9	3.4	THU.					
			2.45					3.4* 9*	3.4	THU.					
			3.00						3.6	THU.					
			3.15					3.6* 9*	3.6	THU.					
CBS CBS NFL FTBL PRE-THU(S)	1	3.30- 4.00PM	3.30	10,480	12.5	7,210	8.6	22	6.3	THU.					
			3.45						10.9	THU.					
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,950	7.1	5,610	6.7	19	6.7	M-W	5,450	6.5	5,200	6.2	18
CBS CBS NFL FTBL GAME-THU(S)	1	4.00- 7.10PM	4.00	30,920	36.9	17,510	20.9	50	19.0	THU.					
			4.15					19.9* 51*	20.8	THU.					
			4.30						21.3	THU.					
			4.45					21.5* 54*	21.8	THU.					
			5.00						21.9	THU.					
			5.15					21.8* 53*	21.8	THU.					
			5.30						19.8	THU.					
			5.45					20.5* 49*	21.2	THU.					
			6.00						21.9	THU.					
			6.15					22.0* 50*	22.1	THU.					
			6.30						21.0	THU.					
			6.45					20.7* 46*	20.5	THU.					
			7.00					17.9* 39*	17.9	THU.					
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,510	1.8	1,090	1.3	13	1.1	M-F	1,680	2.0	1,170	1.4	12
			6.45						1.5	M-F					

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC MACYS THANKSGIVING PARADE(S)	1	9.00-12.00NN	9.00	26,560	31.7	12,570	15.0	35	9.1	THU.									
			9.15				10.0*	29*	10.9	THU.									
			9.30						12.5	THU.									
			9.45				12.7*	32*	13.0	THU.									
			10.00						14.6	THU.									
			10.15				15.0*	35*	15.4	THU.									
			10.30						16.5	THU.									
			10.45				16.7*	37*	16.8	THU.									
			11.00						17.3	THU.									
			11.15				17.4*	38*	17.5	THU.									
			11.30						18.2	THU.									
			11.45				18.3*	40*	18.4	THU.									
NBC MEMORIAL MASS-J.F.K.-NBC(SUS)	1	10.00-11.30AM	10.00							TUE.									
NBC SMURFS I-SPECIAL(S)	1	10.00-10.30AM	10.00	7,630	9.1	6,370	7.6	24	6.9	FRI.									
			10.15						8.3	FRI.									
NBC SMURFS II-SPECIAL(S)	1	10.30-11.00AM	10.30	7,790	9.3	7,210	8.6	26	8.8	FRI.									
			10.45						8.5	FRI.									
NBC LAUNCH OF COLUMBIA(S)	2	10.49-11.14AM	10.45								7,370	8.8	5,780	6.9	25	6.1	MON.		
			11.00													7.5	MON.		
NBC SMURFS III-SPECIAL(S)	1	11.00-11.30AM	11.00	8,380	10.0	7,040	8.4	26	8.3	FRI.									
NBC ALVIN & THE CHIPMUNKS SP(S)	1	11.30-12.00NN	11.15						8.4	FRI.									
			11.30	8,720	10.4	7,630	9.1	28	8.9	FRI.									
			11.45						9.3	FRI.									
NBC NFL '83 NBC-THU(S)	1	12.00-12.30PM	12.00	13,990	16.7	11,560	13.8	31	14.2	THU.									
			12.15						13.5	THU.									
NBC NFL FTBL GAME NBC-THU(S)	1	12.30- 3.40PM	12.30	31,430	37.5	17,680	21.1	49	17.3	THU.									
			12.45				18.6*	43*	19.8	THU.									
			1.00						20.8	THU.									
			1.15				21.3*	48*	21.8	THU.									
			1.30						22.6	THU.									
			1.45				22.3*	50*	22.0	THU.									
			2.00						21.8	THU.									
			2.15				21.9*	53*	22.1	THU.									
			2.30						22.2	THU.									
			2.45				22.0*	53*	21.7	THU.									
			3.00						21.5	THU.									
			3.15				21.1*	51*	20.8	THU.									
			3.30				18.9*	47*	18.9	THU.									
NBC NFL FTBL POST NBC-THU(S)	1	3.40- 4.00PM	3.30	11,730	14.0	10,480	12.5	31	14.5	THU.									
			3.45						11.8	THU.									
DAY SATURDAY																			
ABC MENU DO-8:25AM		8.25- 8.29AM	8.15	3,270	3.9	2,930	3.5	19	3.5		3,940	4.7	3,180	3.8	21	3.8			
ABC MENU DO-10:25AM		10.25-10.29AM	10.15	6,200	7.4	5,360	6.4	23	6.4		6,200	7.4	5,360	6.4	23	6.4			
ABC SCHOOLHOUSE ROCK-11:55AM		11.55-11.59AM	11.45	4,690	5.6	4,110	4.9	15	4.9		6,200	7.4	5,360	6.4	21	6.4			
ABC NCAA FOOTBALL PRE	1	12.00-12.29PM	~GRID 12.15	5,950	7.1	4,780	5.7	18	6.5										

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
ABC NCAA FOOTBALL POST	1	3.52- 4.00PM	3.45	6,030	7.2	4,610	5.5	15	5.5										
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,850	3.4	2,600	3.1	21	3.1			3,180	3.8	2,850	3.4	20	3.4		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,360	5.2	4,190	5.0	19	5.0			4,610	5.5	4,190	5.0	18	5.0		
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,360	5.2	4,020	4.8	16	4.8			3,690	4.4	3,270	3.9	13	3.9		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,530	6.6	4,780	5.7	18	5.7			4,190	5.0	3,770	4.5	15	4.5		
CBS IN THE NEWS-11.26AM(B)		11.26-11.29AM	11.15	3,520	4.2	3,180	3.8	12	3.8			2,600	3.1	2,350	2.8	9	2.8		
CBS NCAA FOOTBALL-CBS	2	12.30- 3.46PM	-GRID 3.45									18,020	21.5	6,540	7.8	22	7.2* 19*	6.2	
CBS IN THE NEWS-12.56PM(B)	1	12.56-12.59PM	12.45	4,530	5.4	4,110	4.9	14	4.9										
CBS CBS NCAA BASKETBALL-SAT	1	1.00- 3.11PM	-GRID 3.00	8,130	9.7	2,930	3.5	10											
CBS NCAA TODAY-CBS	1	3.30- 3.42PM	-GRID	4,020	4.8	4,190	5.0	14											
NBC ASK NBC NEWS-8.28AM	1	8.28- 8.30AM	8.15	3,440	4.1	3,270	3.9	27	3.9										
NBC ONE TO GROW ON-8.28AM	2	8.28- 8.30AM	8.15									3,770	4.5	3,440	4.1	25	4.1		
NBC ONE TO GROW ON-8.58AM		8.58- 9.00AM	8.45	4,190	5.0	4,020	4.8	24	4.8			3,770	4.5	3,600	4.3	20	4.3		
NBC ONE TO GROW ON-10.28AM		10.28-10.30AM	10.15	7,710	9.2	7,630	9.1	31	9.1			7,960	9.5	7,630	9.1	31	9.1		
NBC ONE TO GROW ON-10.58AM		10.58-11.00AM	10.45	6,790	8.1	6,700	8.0	25	8.0			6,200	7.4	6,120	7.3	24	7.3		
NBC ASK NBC NEWS-12.28PM	1	12.28-12.30PM	12.15	5,110	6.1	4,940	5.9	18	5.9										
NBC ONE TO GROW ON-12.28PM	2	12.28-12.30PM	12.15									6,200	7.4	6,030	7.2	23	7.2		
DAY SUNDAY																			
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																
CBS CBS NFL TODAY		12.30-12.59PM	-GRID 12.45	10,140	12.1	7,790	9.3	26				9,130	10.9	7,120	8.5	23		9.4	
CBS CBS NFL FOOTBALL GAME 1	1	12.59- 4.08PM	-GRID	31,590	37.7	17,680	21.1	46				32,260	38.5	17,180	20.5	44			
	2	12.59- 4.12PM	-GRID 3.45						25.2* 51*	25.8									
			4.00						26.1* 52*	24.8									
			4.15							1.2									
			4.30							<<									
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 4.01PM	-GRID									19,610	23.4	9,890	11.8	26			
	1	4.00- 7.22PM	-GRID 4.00	24,130	28.8	10,890	13.0	26											
			6.30							13.0									
			6.45							12.6									
			7.00							10.4									
			7.15							10.3* 19*	6.9								
			7.30							6.1* 11*	5.9								
			7.45							1.7									
NBC NFL FOOTBALL POST NBC(B)	1	4.10- 4.20PM	4.00	5,450	6.5	5,030	6.0	12	5.8										
			4.15						4.0										

Bulletin

A.C. Nielsen Company

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New York, N.Y. 10019
1290 Avenue of the Americas
(212) 956-2500

December 2, 1983

THE PRESIDENT'S OCTOBER 24 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Monday, October 24, 1983, at 1:09-1:30PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	25.5	21.4
Average Audience		
Households	23.3	19.5
Total Persons*	10.8	23.6
Total Women	19.7	17.2
18-49	16.2	8.9
Total Men	6.6	5.2
18-49	4.8	2.6
Total Teens	1.6	.3
Total Children	2.8	.9

*Excluding children under 2 years of age.